



The Effect of Product Involvement, Perceived Value, and Attitude as Mediation on the Intention to Use “POSPAY” Apps by PT Pos Indonesia (Persero) to Create the Right Marketing Strategy through a Marketing 4.0 Perspectives

M. Afrizal Azhari¹, Harimukti Wandebori²

^{1,2} School of Business & Management (SBM), Master of Business Administration (MBA) - Institut Teknologi Bandung (ITB), Jl. Ganesa No.10, Bandung, Jawa Barat 40132, Indonesia.

ABSTRACT: Pospay is an app from PT Pos Indonesia (Persero). The research's background highlights the competitive pressures in the financial services industry and the necessity for transformational companies to innovate through digital offerings such as the Fintech app. The implications of this research complete a new understanding for the marketing department at PT Pos Indonesia on how to increase customer intention to use. This research can provide evaluation materials and references for implementing the right marketing strategy from the perspective of Marketing 4.0, especially to increase intention to use it with variable mediation of consumer attitudes. The results of this research can provide an overview of the fact that perceived value is the most powerful variable that contributes to efforts to increase intention to use the Pospay App.

The key research problems are the need to identify the determinants of user intention in adopting FinTech apps, the role of consumer attitude in mediating these determinants, product involvement, and the practical implications for marketing strategy development. The research employs a mixed method with a descriptive approach and uses a type-3 problem-solving scenario. Quantitative data is collected through surveys, and qualitative insights are gathered via interviews or focus group discussions. Structural Equation Modelling (SEM) – Partial Least Square (PLS) with WarpPLS software is used to analyze data testing the hypothesis.

The research results are as follows: Product involvement does not have a significant effect on the intention to use but has a significant effect on consumer attitudes; Perceived value has a significant effect on the intention to use and consumer attitudes; Consumer attitude has a significant effect on the intention to use and mediates the influence of perceived value on intention to use but does not moderate the influence of product involvement on intention to use. The research will provide actionable recommendations for PT Pos Indonesia, enabling them to tailor their marketing strategies better through a Marketing 4.0 perspective to meet customer needs and preferences.

KEYWORDS: Attitude, Intention to Use, Marketing, Fintech, Perceived Value, Product Involvement.

INTRODUCTION

The rapid evolution of technology has significantly reshaped various industries, with financial services experiencing some of the most profound transformations. This dynamic intersection of finance and technology, known as FinTech, encompasses various applications that leverage technological innovations to improve financial services and products. FinTech aims to enhance the accessibility, efficiency, and security of financial transactions and services, transforming the traditional banking and financial landscape. One prominent example within the FinTech ecosystem is the POSPAY App, a mobile application that facilitates seamless user financial transactions.

POSPAY provides various services, including payments, money transfers, and other financial operations, all through an easy-to-use digital interface. This app exemplifies the potential of FinTech solutions to streamline financial processes and improve user experiences. The success of FinTech applications like POSPAY is often evaluated through various constructs that measure user interactions and perceptions. Higher involvement often leads to more intensive information search and decision-making processes, influencing how consumers interact with financial technologies.

Consumer Attitude towards a product or service, which encompasses the consumer's overall evaluation and feelings, plays a pivotal role in determining the acceptance and continued use of FinTech applications. In summary, the interplay between FinTech innovations



such as the POSPAY App and key marketing and consumer behavior constructs highlights the transformative potential of technology in the financial sector.

This industry encompasses a wide array of financial services delivered through innovative digital platforms, which aim to enhance the efficiency, accessibility, and security of financial transactions. POSPAY, a mobile application within the FinTech ecosystem, epitomizes both the opportunities and challenges digital financial service providers face. Launched to facilitate seamless financial transactions, POSPAY offers services through a user-friendly interface, such as payments, money transfers, and other financial operations.

A. Business Landscape

The rapid growth of the Fintech industry is increasing consumer demand for digital financial services and encouraging changes in government regulations for managing business in this sector. Key trends include the shift from cash to digital payments, the rising popularity of blockchain technology and cryptocurrencies, and the investment in regulatory technology to comply with evolving regulations. The insurance sector is also experiencing disruption with Insurtech solutions offering personalized, on-demand products. POSPAY, a digital payment platform, exemplifies these trends by offering money transfers, bill payments, and mobile top-ups. POSPAY's potential partnerships with various service providers, retailers, and financial institutions can expand its ecosystem and offer users a wide range of services.

However, significant challenges include navigating the complex regulatory landscape, building and maintaining user trust amidst data privacy concerns and cyber threats, and competing in a highly competitive market.

B. Broader Business Context

The highly competitive nature of the FinTech industry affects the broader business context of these issues. POSPAY, like many other FinTech firms, operates in a volatile environment where technological advancements and consumer behaviors rapidly evolve. This will enable POSPAY products to increase competitiveness and achieve sustainable growth in the dynamic FinTech landscape.

C. Company Profile

Pos Indonesia, a prominent Indonesian state-owned enterprise, operates under the legal framework of a Limited Liability Company, PT. It has evolved into a multifaceted entity serving diverse sectors, including postal and courier services, financial transactions, retail operations, and property management.

Beyond its core postal services, Pos Indonesia offers comprehensive financial solutions, facilitating money transfers and convenient bill payment services for utilities such as electricity, water, and telecommunications. Pos Indonesia's commitment to customer satisfaction is underscored by its strategy to enhance service accessibility and reliability.

Between 2000 and 2008, the postal mail industry underwent a significant decline as the rise of short message services and the internet supplanted Pos Indonesia's traditional role, leading to annual losses. The trajectory changed following the liberalization of the postal sector under Law No. 38 of 2009. This prompted Pos Indonesia to embark on a comprehensive transformation, restructuring itself as a holding company and establishing six subsidiaries.

On September 27, 2019, Pos Indonesia introduced the Pos Giro Mobile Application, a digital platform built around Giropos accounts. This application provides convenient access to Giropos services and other postal financial transactions. On April 13, 2021, PT Pos Indonesia changed the application's name from Pos Giro Mobile to POSPAY. On May 26, 2023, PT Pos Indonesia released an update for the POSPAY app, transforming it into the POSPAY Superapp. This new version combines the features of the POSPAY application (financial services) and the PosAja application (courier services). The app now serves as a comprehensive digital platform integrating finance and courier services, allowing users to conduct transactions across various service sectors.

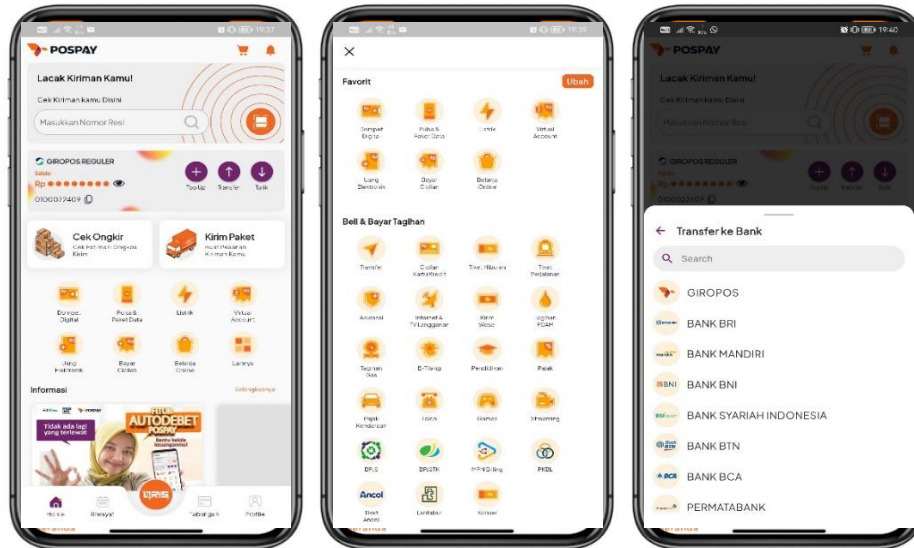


Figure. POSPAY App

Regarding business competition, POSPAY, with its integrated financial service application and courier service features, indirectly has two business competitions in two different businesses, digital financial services business main competitors, such as Gopay, OVO, Dana, and Shopee Pay, as well as Mobile Banking apps such as BCA Mobile, BRImo, Livin Mandiri, etc. Competitors in the courier services business competitors, such as JNE, J&T, SiCepat, Shopee Xpress, Lazada Express, etc.

D. Business Issue of Fintech in Indonesia

One of the great potentials of the Fintech sector in Indonesia arises because the penetration of financial services is still uneven. Bank Indonesia (BI) said that at least 97.7 million people (around 48% of the adult population) in Indonesia have not yet gained access to financial services (Unbanked). An overview of the condition of the fintech industry in Indonesia. In 2023, 336 fintech companies registered with the Indonesian Fintech Association (AFTECH), of which 102 are online loan service provider startups. 49.2 percent of fintech companies in Indonesia serve transactions from IDR 5 billion to IDR 500 billion per year. Based on a survey report by the Indonesian Fintech Association (AFTECH), many local fintech startups have not yet expanded their market to rural areas. However, the majority plan to do so. As many as 25.3% of respondents of fintech companies plan to expand to villages in the next 6 months to 1 year. Then, 22.7% of respondents will make a similar expansion in the next 1-2 years and 13.3% in the next 2 years. If combined, respondents of fintech companies who intend to expand to villages reached 61.3%, while those who do not have such plans are only 38.7% (Annur, 2023).

The main challenge fintech startups face in expanding to villages is low financial literacy. This reason was chosen by 38.7% of respondents. Then, 34.7% of respondents assessed that the main challenge was the condition of village infrastructure that was not qualified, such as limited connection stability, logistics problems, affordability, and so on. Also, 12% of respondents feel that consumer confidence in rural areas is still low. "In addition, there are several other factors, such as cultural differences, information technology, human resources, and the target market that is concentrated in Jakarta," said AFTECH in its report (Annur, 2023).

The two leading categories for downloads for financial mobile applications in Indonesia are digital wallet apps and mobile banking. During the final quarter of 2023, digital wallet app downloads reached 30.03 million, while mobile banking apps were downloaded 21.3 million times (CNBC, 2023).

Although loan applications are highly downloaded, they are not the most popular individual apps. DANA, a digital wallet app, ranked as the most downloaded fintech app throughout 2023, followed by BRImo, the mobile banking app of PT Bank Rakyat Indonesia (Persero) Tbk. CNBC's report details the top 10 financial applications by download numbers in Indonesia for 2023.



Table. Top Ten FinTech Apps in Indonesia (2023)

Rank	Fintech Apps / Mobile Banking	Number of Downloads (at Google Playstore)
1	Dana	100 million+
2	OVO	50 million+
3	BRImo (BRI Bank)	50 million+
4	BCA Mobile (BCA Bank)	50 million+
5	EasyCash	10 million+
6	Livin by Mandiri (Mandiri Bank)	10 million+
7	GoPay	10 million+
8	Kredivo	10 million+
9	AdaKami	10 million+
10	Rupiah Cepat	10 million+
Comparison		
x	ShopeePay	5 million+
x	POSPAY	5 million+

Of the top 10 most downloaded Fintech applications above, POSPAY is an inferior product. A comparison of the number of users downloaded on the Playstore shows the number of users who are quite far away, which is the background for this research.

Based on data from PT Pos Indonesia's 2023 Work Plan and Corporate Budget (RKAP), POSPAY's target users in 2023 are 10 million, with a growth target of 20% (or 2 million users) per year. Although many factors affect this, this is still far from a real achievement.

E. Business Situation Analysis

The FinTech industry is characterized by rapid innovation and intense competition, with numerous players offering similar digital financial services. Consumer expectations are high, demanding seamless, secure, and user-friendly experiences (Gai et al., 2018). Customers, investors, employees, regulators, competitors, and partners are involved.

RESEARCH SCENARIO

The research in question utilizes problem-solving scenario 3, which falls under the category of descriptive research with a mixed-method approach. This type of scenario aims to provide a detailed and accurate account of characteristics, behaviors, or phenomena within a specific context. It focuses on describing what is happening rather than explaining why or predicting future outcomes.

A. Problem Identification

1. Main Issue

- **Gap:** There's a significant gap between acquiring users initially and retaining them long-term.
- **Factors:** This gap is influenced by product involvement, perceived value, and user attitude.
- **Goal:** Close this gap by enhancing the current system and developing strategies to address potential issues and future challenges.

2. Current Situation

- **Research Insights:** Studies show product involvement, perceived value, and user attitudes significantly impact consumer behavior and decision-making. Brand loyalty enhances these effects.



- **Pos Indonesia:** Despite a strong historical reputation since 1746, the potential of the POSPAY app has been overlooked. The company's history suggests it could leverage high user loyalty for the app.

3. Ideal Situation

- **Assessment:** The company can evaluate its app development needs by analyzing product involvement, perceived value, and user attitudes as mediators of usage intention.

4. Strategy

- **Marketing Strategy:** This analysis can guide short-term and long-term strategies, aligning marketing efforts effectively from a Marketing 4.0 perspective.

5. Challenges

- **Transformation Goal:** Turn POSPAY into the best one-stop customer service app with exceptional service in Indonesia

B. Data and Tools

Quantitative data is obtained through surveys conducted among current and prospective users of the "POSPAY" application. Concurrently, qualitative perspectives are gathered through interviews or focus group discussions to gain deeper insights into user perceptions. Structural Equation Modeling (SEM) – specifically Partial Least Squares (PLS) – is employed to analyze the data, examining the hypothesized relationships and exploring the mediating effect of attitudes.

C. Questions & Objectives of the Research

These research inquiries investigate the complex interconnections among product involvement, perceived value, consumer attitude, and behavioral intention. The goal is to inform the development of impactful marketing strategies for POSPAY, leveraging insights from Marketing 4.0 principles. The research objectives aim to explore the intricate relationships between product involvement, perceived value, consumer attitude, and behavioral intention, ultimately guiding the development of effective marketing strategies for POSPAY through a Marketing 4.0 perspective.

D. Research Hypothesis

1. **H1:** Product Involvement affects Intention to Use positively and significantly.
2. **H2:** Product Involvement affects Attitude positively and significantly.
3. **H3:** Perceived Value affects Intention to Use positively and significantly.
4. **H4:** Perceived Value affects Attitude positively and significantly.
5. **H5:** Attitude affects Intention to Use positively and significantly.
6. **H6:** Attitude mediates Product Involvement on the effect of Intention to Use
7. **H7:** Attitude mediates Perceived Value on the effect of Intention to Use

RESEARCH METHODOLOGY

A. Research Design

This study uses a descriptive research approach with a mixed-method design and type-3 problem-solving scenarios. Quantitative data were collected by surveying current and potential POSPAY users to examine product involvement, perceived value, attitude, and intention to use the app.

Afterward, PT Pos Indonesia's internal team conducts interviews or focus group discussions to explore user perceptions further and gather feedback for effective marketing strategies in the Marketing 4.0 context.

Quantitative data are analyzed using SEM-PLS (Structural Equation Modeling—Partial Least Squares) to test hypothesized relationships and the mediating role of attitude. Qualitative data from interviews or focus groups supplement the findings and support the development of optimal marketing strategies.

B. Data Collection Method

1. Data Sources

Primary Data: Original research was collected via questionnaires and feedback from interviews or focus groups.

Secondary Data: Interpreted primary data from internet publications and other relevant sources.



2. Data Collection Techniques

Quantitative: Online questionnaires via Google Forms, using Likert scales to measure knowledge, attitudes, and behaviors.

Qualitative: Face-to-face interviews or focus group discussions with managers or expert employees at PT Pos Indonesia, providing feedback for marketing strategy design within the Marketing 4.0 framework.

3. Measurement Scale

Likert Scale: Used to measure respondents' agreement or disagreement with statements, with five categories for scoring ordinal data.

4. Research Instrument Test

The questionnaire was administered to respondents

• **Validity Test**

In this study, validity was evaluated through product-moment correlation analysis, which correlates the scores of each questionnaire item with the total score

Notes:

$r_{x,y}$ = product moment correlation

x_i = score of the i -respondent's question

y_i = score of the i -respondent's question

n = the number of research respondents

$$r_{x,y} = \frac{n \left(\sum_{i=1}^n x_i y_i \right) - \left(\sum_{i=1}^n x_i \right) \left(\sum_{i=1}^n y_i \right)}{\sqrt{\left(n \sum_{i=1}^n x_i^2 - \left(\sum_{i=1}^n x_i \right)^2 \right) \left(n \sum_{i=1}^n y_i^2 - \left(\sum_{i=1}^n y_i \right)^2 \right)}}$$

The validity test can also be assessed by examining the correlation between each item and the total score of the variable construct. The criteria used to determine the validity of each statement item score are as follows:

- a. If r counts $>$ r table and is positive, then the variable is valid.
- b. If r counts $<$ r table, then the variable is invalid.
- c. If r counts $>$ r table but is negative, then H_0 will still be rejected and H_1 accepted.

• **Reliability Test**

A questionnaire is deemed reliable if respondents' answers to statements remain consistent or stable over time. In this study, reliability testing utilizes the WarpPLS software, which calculates Cronbach's alpha (α) coefficient.

C. Data Analysis Method

The quantitative data analysis method used in this study is descriptive statistical analysis, which involves describing each variable indicator used.

Notes:

k = the number of test sections

σ^2 = variance of the sections- $i = 1, 2, \dots, k$

σ^2 = question score variance

$$\alpha = \frac{k}{k-1} \left(1 - \frac{\sum_{i=1}^k \sigma_i^2}{\sigma_x^2} \right)$$

Inferential Statistical Analysis

1. Structural Model Analysis (Inner Model)

a. **R-Square (R²):** The R-squared value (R²) quantifies the extent of the effect exerted by the independent latent variable on the dependent latent variable. An R² of 0.75 is considered strong, 0.5 is moderate, and 0.25 is weak (Ghozali & Latan, 2012).

$$R^2 = \sum_{h=1}^H \hat{\beta}_{jh} \text{cor}(X_{jh}, Y_j)$$

b. **Predictive Relevance (Q²):** Geisser's Q², or predictive relevance, assesses the predictive accuracy of the research model's outcomes. A Q² value above 0 indicates that the model has predictive capability. According to Ghozali and Latan (2012), a Q² value of 0.35 indicates a strong model, 0.15 indicates a moderate model, and 0.02 indicates a weak model.



$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2) \dots (1 - R_p^2)$$

c. Goodness of Fit (GoF): The Goodness of Fit (GoF) Index is a unified measure used to assess the overall effectiveness of both structural and measurement models. It ranges from 0 to 1, where a value closer to 1 indicates a higher level of accuracy in the model's representation, while values closer to 0 suggest lower accuracy (Ghozali & Latan, 2012)

$$GoF = \sqrt{\text{communality} \times R^2}$$

2. Measurement Model Analysis (Outer Model)

a. Convergent Validity: A loading factor greater than 0.7 indicates the significance of the latent variable and Average Variance Extracted (AVE)

$$AVE = \frac{\sum_{i=1}^n \hat{\lambda}_i^2}{\sum_{i=1}^n \hat{\lambda}_i^2 + \sum_{i=1}^n \text{var}(\hat{\epsilon}_i)}$$

b. Discriminant validity: Discriminant validity is assessed by comparing the square root of AVE values, which should be greater than the correlations between constructs. The cross-loading parameter is crucial to validate discriminant validity in the measurement model. Cross-loadings should exceed 0.7 within their respective variables.

c. Indicator Reliability: Indicator reliability assesses how well indicators reflect their respective latent variables, focusing on their loading values. Indicators with loading values below 0.4 should be considered for elimination from the model.

d. Internal Consistency: Internal consistency or construct reliability evaluates the consistency, precision, and accuracy of an indicator in measurements, determined by the composite reliability (CR) value exceeding 0.6.

$$\hat{\rho} = \frac{\left(\sum_{i=1}^n \hat{\lambda}_i\right)^2}{\left(\sum_{i=1}^n \hat{\lambda}_i\right)^2 + \sum_{i=1}^n \text{var}(\hat{\epsilon}_i)}$$

3. Mediation Test

A quantitative data mediation test evaluates whether a variable mediates the research model. The Sobel Test is typically used to compare the coefficient's t-value with the critical t-value. If the t-value > critical t-value, mediation is confirmed (Ghozali, 2008). The analysis determines if mediation is complete, partial, or absent. The mediation test was conducted in two steps (Hair J. et al., 2017):

1. Estimating direct effects without mediation variables.
2. Estimating indirect effects using the triangular PLS-SEM model with mediation variables.

Mediation nature determination criteria (Hair J. et al., 2017):

1. Partial Mediation: Coefficients a, b, and c are significant, but c is less than b.
2. Complete Mediation: Coefficients a and b are significant, but c is not.
3. No Mediation: Coefficients a, b, and c are significant, but c equals b.
4. No Mediation: Coefficients a, b, or both are insignificant.



RESULTS AND DISCUSSION

A. Characteristics of the Respondents

Respondent Characteristics by Gender

No.	Gender	Total	Percentage (%)
1.	Man	73	48%
2.	Woman	79	52%
	Total	152	100%

Source: primary data processed, 2024

Respondent Characteristics by Age

No.	Age	Total	Percentage (%)
1.	21-27 Years	13	8,55 %
2.	28-32 Years	27	17,76%
3.	33-38 Years	66	43,42%
4.	39-49 Years	35	23,02%
5.	>50 Years	11	7,23%
	Total	152	100%

Source: primary data processed, 2024

Characteristics of Respondent based on Monthly Income

No.	Monthly income (IDR)	Total	Percentage (%)
1.	1-3 million	13	9%
2.	3-6 million	24	16%
3.	6-9 million	42	28%
4.	9-12 million	56	37%
5.	Over 12 million	17	11%
	Total	152	100%

Source: primary data processed, 2024

Respondent Characteristics Based on Marital Status

No.	Marital Status	Total	Percentage (%)
1.	Unmarried	23	15,13%
2.	Marry	129	84,87%
	Total	152	100%

Source: primary data processed, 2024

Respondent Characteristics Based on Last Education

No.	Revenue per month	Total	Percentage (%)
1.	SMA (High School)	27	17,76%
2.	Diploma / Strata 1 (Bachelor)	93	61,18%
3.	Strata 2 (Master)	18	11,84%
4.	Strata 3 (Doctor)	2	1,31%
5.	Other.....	12	7,89%
	Total	152	100%

Source: primary data processed, 2024



B. Measurement Model (Outer Model)

This study utilized WarpPLS software for the Outer-Model Analysis, which involves assessing Convergent Validity, Discriminant Validity, and Composite Reliability

1. Convergent Validity Test

This study utilized WarpPLS software. The initial step in the Outer-Model analysis involved testing Convergence Validity

Revision of Convergent Validity Test

No.	Construct Variable	Items	Loading factor	P-Value	Information
1	Product involvement	X2.1.1	0.829	<0.001	Valid
		X2.1.2	0.800	<0.001	Valid
		X2.1.3	0.825	<0.001	Valid
		X2.2.1	0.640	<0.001	Valid
		X2.2.2	0.731	<0.001	Valid
		X2.2.3	0.874	<0.001	Valid
		X2.2.4	0.849	<0.001	Valid
		X2.2.5	0.744	<0.001	Valid
		X2.2.6	0.704	<0.001	Valid
2	Perceived value	X1.1.1	0.783	<0.001	Valid
		X1.1.2	0.762	<0.001	Valid
		X1.1.3	0.776	<0.001	Valid
		X1.1.4	0.766	<0.001	Valid
		X1.2.1	0.761	<0.001	Valid
		X1.2.2	0.741	<0.001	Valid
		X1.2.3	0.714	<0.001	Valid
		X1.2.4	0.684	<0.001	Valid
		X1.2.5	0.606	<0.001	Valid
		X1.2.6	0.611	<0.001	Valid
3	Attitude	X1.3.3	0.559	<0.001	Valid
		X1.3.4	0.766	<0.001	Valid
		X1.3.5	0.776	<0.001	Valid
		X1.4.1	0.761	<0.001	Valid
		X1.4.2	0.684	<0.001	Valid
		X1.4.3	0.762	<0.001	Valid
		X1.4.4	0.783	<0.001	Valid
4	Intention to Use	Z1.1.1	0.783	<0.001	Valid
		Z1.1.2	0.848	<0.001	Valid
		Z1.2.1	0.857	<0.001	Valid
		Z1.2.2	0.877	<0.001	Valid
		Z1.3.1	0.665	<0.001	Valid
		Z1.3.2	0.540	<0.001	Valid
4	Intention to Use	Y1.1.1	0.811	<0.001	Valid
		Y1.1.2	0.724	<0.001	Valid
		Y1.1.3	0.834	<0.001	Valid
		Y1.2.1	0.829	<0.001	Valid
		Y1.2.2	0.818	<0.001	Valid
		Y1.3.1	0.792	<0.001	Valid
		Y1.3.2	0.701	<0.001	Valid
		Y1.4.1	0.811	<0.001	Valid
		Y1.4.2	0.829	<0.001	Valid
		Y1.3.2	0.701	<0.001	Valid
		Y1.4.1	0.811	<0.001	Valid
		Y1.4.2	0.829	<0.001	Valid

Source: Output results of WarpPLS (appendix), 2024



2. Discriminant Validity Test

Discriminant Validity Test with Cross-loading

Items	X1	X2	Z1	Y1
X2.1.1	-0.054	0.829	-0.027	0.096
X2.1.2	-0.090	0.800	0.022	0.110
X2.1.3	-0.038	0.825	-0.023	0.069
X2.2.1	-0.035	0.640	0.203	-0.036
X2.2.2	-0.018	0.731	0.151	-0.074
X2.2.3	0.008	0.874	-0.089	0.095
X2.2.4	-0.018	0.849	-0.090	0.050
X2.2.5	0.019	0.744	-0.064	-0.113
X2.2.6	0.165	0.704	-0.018	-0.180
X2.2.7	0.086	0.706	-0.003	-0.088
X1.1.1	0.783	0.049	0.049	-0.009
X1.1.2	0.762	0.124	0.015	-0.140
X1.1.3	0.776	0.251	-0.176	-0.205
X1.1.4	0.766	0.263	-0.048	-0.167
X1.2.1	0.761	-0.167	-0.019	0.062
X1.2.2	0.741	-0.098	-0.010	0.006
X1.2.3	0.714	-0.065	-0.062	-0.016
X1.2.4	0.684	-0.217	0.054	0.076
X1.2.5	0.606	-0.387	0.021	0.333
X1.2.6	0.611	-0.164	0.064	0.101
X1.2.7	0.572	-0.170	0.175	0.159
X1.3.3	0.559	0.078	0.184	0.456
X1.3.4	0.766	0.263	-0.048	-0.167
X1.3.5	0.776	0.251	-0.176	-0.205
X1.4.1	0.761	-0.167	-0.019	0.062
X1.4.2	0.684	-0.217	0.054	0.076
X1.4.3	0.762	0.124	0.015	-0.140
X1.4.4	0.783	0.049	0.049	-0.009
Z1.1.1	-0.123	0.067	0.783	0.009
Z1.1.2	-0.120	-0.090	0.848	0.109
Z1.2.1	-0.034	0.054	0.857	-0.069
Z1.2.2	-0.142	-0.015	0.877	0.045
Z1.3.1	0.191	-0.055	0.665	-0.090
Z1.3.2	0.416	0.050	0.540	-0.038
Y1.1.1	-0.085	-0.002	0.043	0.811
Y1.1.2	0.017	-0.020	0.192	0.724
Y1.1.3	-0.024	0.024	-0.076	0.834
Y1.2.1	0.096	-0.014	-0.034	0.829
Y1.2.2	0.074	0.043	-0.142	0.818
Y1.3.1	-0.086	0.023	-0.037	0.792
Y1.3.2	-0.007	-0.045	0.082	0.701
Y1.4.1	-0.085	-0.002	0.043	0.811
Y1.4.2	0.096	-0.014	-0.034	0.829

Source: Output results of WarpPLS (appendix), 2024

3. Composite Reliability Test

Composite Reliability Testing

Variable	Composite Reliability	Information
X2	0.937	Reliable
X1	0.950	Reliable
Z1	0.889	Reliable
Y1	0.939	Reliable

Source: Output results of WarpPLS (appendix), 2024



C. Research Variable Frequency Distribution

Basis for Interpretation of Average Values in Research Variables

Average Score	Information
1 - 1,8	Very low/poor
>1.8 – 2.6	Low
>2,6 – 3,4	Enough
>3.4 – 4.2	High/good
>4.2 – 5	Very high/excellent

Source: Supranto, 2000.

1. Product Involvement Variable Frequency Distribution (X2)

Variable Frequency Distribution Product Involvement

Indicators/ Items	Answer (Point)										Grade Point Average
	(1)		(2)		(3)		(4)		(5)		
	F	%	F	%	F	%	F	%	F	%	
X2.1.1			12	7.9	39	25.7	78	51.3	23	15.1	3,73
X2.1.2			12	7.9	51	33.6	72	47.4	17	11.2	3,61
X2.1.3	1	.7	21	13.8	43	28.3	66	43.4	21	13.8	3,55
	Average Indicator										3,63
X2.2.1			14	9.2	32	21.1	67	44.1	39	25.7	3,86
X2.2.2			17	11.2	41	27.0	67	44.1	27	17.8	3,68
X2.2.3	2	1.3	20	13.2	42	27.6	63	41.4	25	16.4	3,59
X2.2.4	1	.7	16	10.5	40	26.3	61	40.1	34	22.4	3,73
X2.2.5	1	.7	13	8.6	41	27.0	69	45.4	28	18.4	3,72
X2.2.6	1	.7	13	8.6	48	31.6	56	36.8	34	22.4	3,72
X2.2.7	2	1.3	17	11.2	49	32.2	58	38.2	26	17.1	3,59
	Average Indicator										3,70
	Variable Average										3,66

Source: Primary data processed, 2024

2. Variable Frequency Distribution Perceived Value (X1)

Variable Frequency Distribution Perceived Value

Indicators/ Items	Answer										Grade Point Average
	(1)		(2)		(3)		(4)		(5)		
	F	%	F	%	F	%	F	%	F	%	
X1.1.1	5	3.3	24	15.8	65	42.8	37	24.3	21	13.8	3,29
X1.1.2	2	1.3	21	13.8	50	32.9	56	36.8	23	15.1	3,50
X1.1.3	5	3.3	19	12.5	41	27.0	60	39.5	27	17.8	3,55
X1.1.4	4	2.6	14	9.2	49	32.2	57	37.5	28	18.4	3,59
	Average Indicator										3,48
X1.2.1			16	10.5	56	36.8	62	40.8	18	11.8	3,53
X1.2.2			7	4.6	38	25.0	77	50.7	30	19.7	3,85
X1.2.3			9	5.9	45	29.6	65	42.8	33	21.7	3,80
X1.2.4			21	13.8	54	35.5	55	36.2	22	14.5	3,51
X1.2.5	1	.7	18	11.8	43	28.3	64	42.1	26	17.1	3,63
X1.2.6	1	.7	6	3.9	23	15.1	84	55.3	38	25.0	4,00
X1.2.7			9	5.9	29	19.1	81	53.3	33	21.7	3,90
	Average Indicator										3,75
X1.3.3	1	.7	15	9.9	50	32.9	60	39.5	26	17.1	3,62
X1.3.4	4	2.6	14	9.2	49	32.2	57	37.5	28	18.4	3,59
X1.3.5	5	3.3	19	12.5	41	27.0	60	39.5	27	17.8	3,55
	Average Indicator										3,59
X1.4.1			16	10.5	56	36.8	62	40.8	18	11.8	3,53
X1.4.2			21	13.8	54	35.5	55	36.2	22	14.5	3,51
X1.4.3	2	1.3	21	13.8	50	32.9	56	36.8	23	15.1	3,50
X1.4.4	5	3.3	24	15.8	65	42.8	37	24.3	21	13.8	3,29
	Average Indicator										3,46
	Variable Average										3,58

Source: Primary data processed, 2024



3. Attitude Frequency Distribution Variable (Z1)

Variable Frequency Distribution of Attitude

Indicators/ Items	Answer (Point)										Grade Point Average
	(1)		(2)		(3)		(4)		(5)		
	F	%	F	%	F	%	F	%	F	%	
Z1.1.1	2	1.3	13	8.6	36	23.7	82	53.9	19	12.5	3,68
Z1.1.2	1	.7	12	7.9	22	14.5	84	55.3	33	21.7	3,89
Average Indicator											3,79
Z1.2.1	4	2.6	9	5.9	27	17.8	80	52.6	32	21.1	3,84
Z1.2.2	1	.7	7	4.6	26	17.1	84	55.3	34	22.4	3,94
Average Indicator											3,89
Z1.3.1			3	2.0	27	17.8	60	39.5	62	40.8	4,19
Z1.3.2			3	2.0	23	15.1	74	48.7	52	34.2	4,15
Average Indicator											4,17
Variable Average											3,95

Source: Primary data processed, 2024

4. Intention to Use's Frequency Distribution Variable (Y1)

Variable Frequency Distribution of Intention to Use

Indicators/ Items	Answer (Point)										Grade Point Average
	(1)		(2)		(3)		(4)		(5)		
	F	%	F	%	F	%	F	%	F	%	
Y1.1.1			9	5.9	35	23.0	77	50.7	31	20.4	3,86
Y1.1.2			4	2.6	21	13.8	89	58.6	38	25.0	4,06
Y1.1.3	2	1.3	19	12.5	46	30.3	63	41.4	22	14.5	3,55
Average Indicator											3,82
Y1.2.1	1	.7	10	6.6	35	23.0	77	50.7	29	19.1	3,81
Y1.2.2	2	1.3	23	15.1	51	33.6	56	36.8	20	13.2	3,45
Average Indicator											3,63
Y1.3.1	2	1.3	17	11.2	43	28.3	68	44.7	22	14.5	3,60
Y1.3.2	1	.7	4	2.6	19	12.5	85	55.9	43	28.3	4,09
Average Indicator											3,85
Y1.4.1			9	5.9	35	23.0	77	50.7	31	20.4	3,86
Y1.4.2	1	.7	10	6.6	35	23.0	77	50.7	29	19.1	3,81
Average Indicator											3,84
Variable Average											3,78

Source: Primary data processed, 2024

D. Analysis of PLS (Partial Least Square)

This study utilized WarpPLS software to analyze The Outer-Model that was initially conducted to evaluate the validity and reliability of the items in the research questionnaire.

1. The Inner-Model Testing (Structural-Model)

The Inner-Model (structural-model) assessment examines the effectiveness of the comprehensive research model, encompassing multiple variables and their indicators

- Coefficient of Determination (R2)

Determination Coefficient Testing (R²)

Variable	R Square (R ²)
Z1	0.365
Y1	0.478

Source: Output results of WarpPLS (appendix), 2024



• Predictive Relevance (Q2)

$$Q2 = 1 - (1 - R1^2) (1 - R2^2) (1 - R3^2) \dots (1 - Rn^2)$$

$$Q2 = 1 - (1 - 0.365) * (1 - 0.478) *$$

$$Q2 = 1 - (0.635) * (0.522) *$$

$$Q2 = 1 - (0.331)$$

$$Q2 = 0.66$$

• Goodness of Fit (GoF)

Goodness of Fit (GoF) Evaluation Results

Variable	R-square (R2)	AVE
X2	-	0.599
X1	-	0.517
Z1	0.365	0.595
Y1	0.478	0.633

$$\text{Average AVE score} = (0.517 + 0.599 + 0.595 + 0.633) / 4 = 0.586$$

$$\text{Average value R2} = (0.365 + 0.478) / 2 = 0.421$$

$$\begin{aligned} GoF &= \sqrt{AVE \times R^2} \\ &= \sqrt{0.586 \times 0.421} \\ &= 0.496 \end{aligned}$$

E. Relationship between Variable Distribution Average Value and Loading Factor

Recapitulation of Variable Average Values and Loading Factor Values

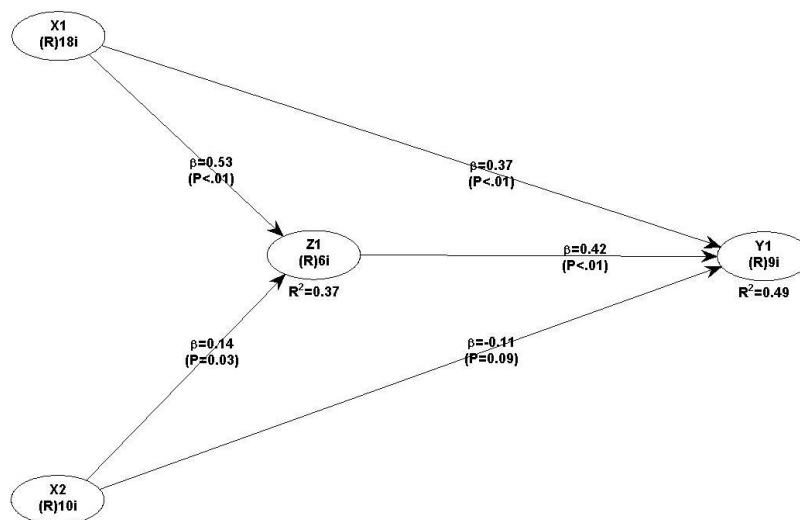
Variable	Items	Average item	Loading factor value
Product involvement	X2.1.1	3,73	0.829
	X2.1.2	3,61	0.800
	X2.1.3	3,55	0.825
	X2.2.1	3,86	0.640
	X2.2.2	3,68	0.731
	X2.2.3	3,59	0.874
	X2.2.4	3,73	0.849
	X2.2.5	3,72	0.744
	X2.2.6	3,72	0.704
	X2.2.7	3,59	0.706
Perceived value	X1.1.1	3,29	0.783
	X1.1.2	3,50	0.762
	X1.1.3	3,55	0.776
	X1.1.4	3,59	0.766
	X1.2.1	3,53	0.761
	X1.2.2	3,85	0.741
	X1.2.3	3,80	0.714
	X1.2.4	3,51	0.684
	X1.2.5	3,63	0.606
	X1.2.6	4,00	0.611
	X1.2.7	3,90	0.572
	X1.3.3	3,62	0.559
	X1.3.4	3,59	0.766
	X1.3.5	3,55	0.776
	X1.4.1	3,53	0.761
	X1.4.2	3,51	0.684
X1.4.3	3,50	0.762	
X1.4.4	3,29	0.783	
Attitude	Z1.1.1	3,68	0.783
	Z1.1.2	3,89	0.848
	Z1.2.1	3,84	0.857
	Z1.2.2	3,94	0.877
	Z1.3.1	4,19	0.665
	Z1.3.2	4,15	0.540
Intention to use	Y1.1.1	3,86	0.811
	Y1.1.2	4,06	0.724
	Y1.1.3	3,55	0.834
	Y1.2.1	3,81	0.829
	Y1.2.2	3,45	0.818
	Y1.3.1	3,60	0.792
	Y1.3.2	4,09	0.701
	Y1.4.1	3,86	0.811
Y1.4.2	3,81	0.829	

Source: Output results of WarpPLS (appendix), 2024



F. Hypothesis Testing

Structural-Model Path Diagram (Direct Effect) in PLS



Source: Output results of WarpPLS-structural model (appendix), 2024

1. Direct Effect Testing

Coefficient Testing of Direct Effect Path

Proposed Hypothesis	Hypothesis	Estimate	P-Value	Information
X ₂ → Y ₁	H2	-0.11	0.09	Rejected
X ₁ → Y ₁	H1	0.37	0.01	Accepted
X ₂ → Z ₁	H4	0.14	0.03	Accepted
X ₁ → Z ₁	H3	0.53	0.01	Accepted
Z ₁ → Y ₁	H5	0.42	0.01	Accepted

Source: Output results of WarpPLS (appendix), 2024

Table IV.18 displays the outcomes of testing the direct effect among the variables examined in this study. The following summarizes the results of hypothesis testing for direct effect:

- Hypothesis 1:** The direct effect test of X2 on Y1 yielded a p-value of 0.09 and a direct effect coefficient of -0.11. This indicates that H2 is rejected due to the p-value exceeding 0.05. Therefore, it can be concluded that X2 does not significantly affect Y1.
- Hypothesis 2:** The direct effect test of X1 on Y1 resulted in a p-value of 0.01 and a direct effect coefficient of 0.37. These findings support accepting H1, as the p-value is below 0.05. Thus, it can be concluded that X1 has a positive and significant effect on Y1.
- Hypothesis 3:** The direct effect test of X2 on Z1 yielded a p-value of 0.03 and a direct effect coefficient of 0.14. This supports accepting H4, as the p-value is less than 0.05. Therefore, it can be concluded that X2 positively and significantly affects Z1.
- Hypothesis 4:** The direct effect test of X1 on Z1 showed a p-value of 0.01 and a direct effect coefficient of 0.53. This supports accepting H3 with a p-value below 0.05. Hence, it can be concluded that X1 positively and significantly impacts Z1.
- Hypothesis 5:** The direct effect test of Z1 on Y1 resulted in a p-value of 0.01 and a direct effect coefficient of 0.42. This supports accepting H5, as the p-value is less than 0.05. Therefore, it can be concluded that Z1 positively and significantly affects Y1.

2. Mediation Effect Testing

Path Coefficients Indirect-Test

Proposed Hypothesis	Hypothesis	Estimate	P-Value	Decision
X ₂ → Z ₁ → Y ₁	H7	0.061	0.143	Rejected
X ₁ → Z ₁ → Y ₁	H6	0.222	0.001	Accepted

Source: Output results of WarpPLS (appendix), 2024



Table IV.19 displays the results of testing the mediation role of Z1 in the direct effect among the variables examined in this study. The following summarizes the outcomes of testing the mediation hypotheses:

- Hypothesis 6:** The mediation test of Z1 on the effect of X2 on Y1 yielded a p-value of 0.143 and an estimated coefficient of 0.061. These results indicate that the mediation of Z1 in the effect of X2 on Y1 is rejected, as the p-value exceeds 0.05. Thus, it can be concluded that Z1 does not significantly mediate the effect of X2 on Y1.
- Hypothesis 7:** The mediation test of Z1 on the effect of X1 on Y1 resulted in a p-value of 0.001 and an estimated coefficient of 0.222. These findings indicate that the mediation of Z1 in the effect of X1 on Y1 is accepted, as the p-value is below 0.05. Therefore, it can be concluded that Z1 plays a significant mediating role in the effects of X1 on Y1.

G. DISCUSSION OF RESEARCH RESULTS

1. Direct Effect of Product Involvement on Intention to Use

Product involvement was expected to affect intention to use significantly, but findings showed no significant impact, aligning with Mou et al. (2019) but differing from Lee et al. (2017) and Lin and Chen (2006).

2. Direct Effect of Product Involvement on Attitude

Product involvement positively affects attitudes, as confirmed by this study and supported by Yang (2012).

3. Direct Effect of Perceived Value on Intention to Use

Perceived value significantly affects intention to use, aligning with Drucker (2012), Eggert and Ulaga (2013), and Ponte et al. (2015).

4. Direct Effect of Perceived Value on Attitude

Perceived value positively impacts attitudes, consistent with Hasan et al. (2019), Khoi et al. (2018), and Pang et al. (2021).

5. Direct Effect of Attitude on Intention to Use

Attitude significantly impacts intention to use, supported by Lu et al. (2014), Akroush et al. (2019), and Bashir (2019).

6. Attitude Mediation on Product Involvement and Intention to Use

Attitude does not mediate the relationship between product involvement and intention to use, contrasting with McClure and Seock (2020).

7. Attitude Mediation on Perceived Value and Intention to Use

Attitude mediates the relationship between perceived value and intention to use, confirming hypothesis 7 and supported by Das (2014).

H. Research Implications

1. Practical Implications:

The study offers insights for PT Pos Indonesia to enhance customer intention to use POSPAY by focusing on perceived value and consumer attitudes, utilizing feedback from interviews and focus groups.

2. Business Solutions

- Enhance Product Involvement: Provide educational content, launch social campaigns, and develop interactive features.
- Enhance Perceived Value: Introduce value-added offers, enhance service quality, and design a user-friendly interface.
- Build Positive Attitude: Use positive testimonials, provide responsive customer support, and engage brand ambassadors.
- Utilize Digital Technology and Big Data: Analyze user data, use marketing automation, and conduct A/B testing.
- Integrate with Digital Ecosystem: Form strategic partnerships, integrate with social media, and adopt new technologies.

I. Research Limitations

The study's specific timeframe may not reflect evolving social marketing landscapes. The focus is on social marketing, particularly perceived value and product involvement's effect on intention to use, mediated by consumer attitudes.

CONCLUSION AND RECOMMENDATION

A. Conclusion

- Product involvement does not significantly impact intention to use.
- Product involvement significantly affects consumer attitudes.
- Perceived value significantly impacts intention to use.



4. Perceived value significantly affects consumer attitudes.
5. Consumer attitudes significantly affect intention to use.
6. Consumer attitudes do not moderate the effect of product involvement on intention to use.
7. Consumer attitudes mediate the effect of perceived value on intention to use.

B. Recommendations

1. Recommendations for Further Research:

- Explore additional mediation variables like pricing strategies and direct promotions.
- Investigate CRM and consumer intention to use qualitatively, considering different organizational scales.

2. Recommendations for Practitioners:

Enhance perceived value and product involvement to foster positive consumer attitudes and increase intention to use, focusing on enhancing the product's brand image.

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