

# The Effect of Usability, Security and Quality Information on Interest in Buying Cinema Tickets Through the Tix ID Application from an Islamic Business Perspective

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## Abstract

In the era of Industry 4.0 which is marked by technological advances such as the Internet of Things (IoT), artificial intelligence (AI) and big data, trading companies are encouraged to adopt technology to stay relevant and competitive. Tix Id application still has many negative user comments such as when trying to exchange tickets that have been purchased through the application, the cellphone number is not found while the user's cellphone number is still active and when the user contacts customer service, the money that should have been returned to the digital wallet account does not return. The study aims to test the direct influence of Usability, Security and Quality Information on Interest in Buying Cinema Tickets Through the TIX ID Application. This study uses a quantitative approach. The sample collection technique used in this study is Non-probability. The technique used in sampling is purposive sampling using the Slovin formula with a sample size of 100 samples. The results obtained Usability, security and quality information have a positive and significant repercussion on the interest in buying cinema tickets for TIX ID Application Users in Bandar Lampung City. Interest in purchasing cinema tickets is permitted as long as the content being watched is halal, educational and does not contain elements of sin, and is done wisely and not excessively (israf).

## Keywords

*Usability; Security; Quality Information; Purchase Interest*

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## 1. INTRODUCTION

The rapid development of information technology has fundamentally transformed the business landscape, reaching into various industrial sectors, including the entertainment industry. This transformation is marked by the increasing adoption of mobile applications as the main channel in meeting consumer needs (Adirinekso et al., 2024), including in purchasing cinema tickets. Mobile applications such as TIX ID offer a practical and efficient solution for consumers to order cinema



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tickets anytime and anywhere, eliminating geographical and temporal boundaries that previously hampered accessibility to cinematic entertainment. This phenomenon reflects changes in modern consumer behavior that are increasingly dependent on the internet or mobile and expect a seamless and personal experience in every interaction with the brand. Using information from the Association of Indonesian Internet Service Providers (APJII), smartphone penetration in Indonesia continues to experience a significant increase, reaching 79.5% in 2024, with the largest proportion concentrated in urban areas such as Bandar Lampung City (APJII et al., 2025). This indicates a huge market potential for TIX ID to expand its reach and increase its market share through optimizing their mobile applications. Trading organizations are urged to embrace technology in the era of Industry 4.0, which is characterized by advancements in big data, artificial intelligence (AI), and the Internet of Things (IoT), in order to remain competitive and relevant (Hafizh et al., 2024).

Apart from making it easier to meet people's needs, the rapid development of the internet also opens up economic prospects for those who want to start an online business (Erlina & Aribowo, 2023). Due to time constraints and increasing mobility in modern life, the majority of individuals today tend to choose to shop online, including buying movie tickets. The use of internet technology is an innovative strategy that has the potential to support companies in improving their business performance. One form of such use is in the form of e-commerce, which allows business actors to carry out their business activities virtually through online platforms (Kondoj et al., 2023).

From the perspective of Islamic consumer behavior, the tendency of people to buy cinema tickets online can be seen through several lenses. The ease of access and efficiency offered by the online platform is in line with the principle of *taisir* (ease) in *muamalah*, where Islam encourages ease in every transaction that is not burdensome. However, it is important for Muslim consumers to remain attentive to the substantial aspects of the purchased product or service (Mawarni et al., 2025). In this case, the content of the film to be watched must be *halal*, not contain elements of immorality, pornography, excessive violence, or promote values that are contrary to *Sharia* (Hardianty et al., 2025). In addition, despite the ease available, the principle of no exaggeration (*israf*) should be applied. Online ticket purchases should not encourage consumption that exceeds the limits of need or financial ability, so as to maintain the blessing of wealth and time. Thus, online cinema ticket buying behavior can be considered *Sharia*-compliant as long as it meets the criteria for film substance and is done wisely.

This convenience includes the process of searching for films, choosing flexible showtimes, choosing seats as per preference, and payments that can be made electronically through various methods, such as bank transfers, credit cards, or digital wallets, without having to queue at the cinema ticket counter (Fadhilah & Quranisari, 2022). TIX ID as an application providing online cinema ticket

booking services was introduced on March 21, 2018 by PT. Nusantara Raya Sejahtera, along with data on downloads of the E-ticketing application in Indonesia.

Table.1 Download data and ratings of Cinema E-ticketing Applications in Indonesia until February 26, 2025.

| No. | Application Name | Number of Downloads | Rating |
|-----|------------------|---------------------|--------|
| 1.  | TIX ID           | 10 million+         | 4.8    |
| 2.  | M-Tix            | 10 million+         | 3.6    |
| 3.  | CGV              | 5 million+          | 4.8    |
| 4.  | Cinemaxx         | 1 million+          | 3.7    |

Source: <https://play.google.com/store>.

Based on the table above, the TIX ID application has become an E-ticketing application with a total of 10 million downloads and is the application with the highest rating as an E-ticketing application currently available, the same M-Tix has been downloaded 10 million times but the application only gets a rating far below its competitor, namely TIX ID, in contrast to CGV which has only been downloaded 5 million times but the application gets the same rating as TIX ID at 4.8. In this case, TIX ID is able to master or at least become an E-ticketing application that has a good image in the community. Factors such as perceptions of ease, security and quality of information can influence consumer interest in buying cinema tickets.

The ease of finding movie schedules, choosing seats and completing payments will have an impact on the desire and interest in buying goods or services. As per (Sembodo et al., 2021). Usability which is how easily and effectively users can interact with a product, system, application, or technology to achieve their goals in a particular context of use (Nielsen, 2023). In the context of use, this refers to the degree of application utilization that users can employ to successfully, efficiently, and satisfactorily accomplish particular tasks.

This refers to the aspect of usability or ease of use is also an important concern. Some users still experience obstacles in navigating the application, ranging from difficulty finding movie schedules to problems in the payment process (Muhammad Irham Nugroho et al., 2023). This factor can affect customer satisfaction and loyalty to the TIX ID application (Nielsen Norman Group, 2023). Stated that an application that does not have an intuitive interface can cause user frustration and decrease their purchasing interest.

Security in general can be defined as a state of being free from danger, threat, or risk that could cause loss, damage, or disruption. The term is very broad and can be applied to a variety of contexts, from physical security, social security, financial security, to cybersecurity. In an online setting, security is the capacity of a business website to prevent customer information and financial transaction data from being stolen when they are interacting with one other (Darmawan & Gatheru, 2021). Therefore,

TIX ID must ensure that its security system is capable of protecting users' personal and financial data. See the phenomenon according to reports from BSSN (National Cyber and Crypto Agency) in 2022, there was a 35% increase in data theft cases compared to the previous year (Syahrir, 2025). Security on the system is an important concern, especially at this time there have been many cases of hacking and hacking of the system. This urges application owners to improve the security of their application systems, especially in the transaction sector.

Furthermore, the quality of information in the application is also an important factor in building consumer trust. The quality of information refers to the extent to which the information presented is accurate, relevant, complete, timely, and easily understood by users. This is a crucial aspect in a variety of contexts, from business decision-making to the user experience of digital applications. Information that is inaccurate or not updated, such as changes in movie schedules or seat availability that is not in sync with actual conditions, can reduce the user experience (Rukmana et al., 2024).

In the perspective of Islamic Business, transparency of information is highly emphasized so that there is no *gharar* (uncertainty) that can harm consumers. This is in line with the word of Allah in QS An-Nisa: 29 "Meaning: you who believe, do not consume your neighbor's wealth in a vanity (unrighteous) manner, unless it is in the form of commerce based on mutual consent between you. Don't kill yourself. Indeed, Allah is Most Merciful towards you. (QS An-Nisa: 29).

This verse emphasizes the importance of mutual consent (*antaradin minkum*) in every business transaction. This means that all parties involved must have a clear understanding of the terms and conditions of the transaction, and agree to them voluntarily without any coercion or pressure. Company policies must ensure that consumers have access to complete and accurate information about the products or services offered, and have the freedom to choose or reject the transaction (Munandar & Ridwan, 2023). Although not explicitly stated, the prohibition on consuming wealth in a false manner can be interpreted as a prohibition on transactions that contain excessive risk (*gharar*). In the context of modern business, this means that companies must avoid products or services that contain elements of high speculation, gambling, or uncertainty that can harm consumers (Eri, 2022). Company policy must ensure that the products or services offered have clear value and real benefits to consumers.

In the context of digital transactions through TIX ID, the concept of mutual consent inspired by the principle of "*Antar Din Minkum*" (for you your religion, and for me my religion) can be interpreted as a voluntary and non-coercive agreement between the service provider platform (TIX ID) and the consumer. This principle emphasizes that both parties enter into a cinema ticket purchase transaction consciously, after fully understanding the applicable terms and conditions, and accepting the implications of the transaction. For Muslim consumers, this agreement also includes acceptance of

the film content offered, where they choose films that are considered in accordance with religious values without feeling forced, while TIX ID as a platform provides various choices according to market demand, without imposing any choice on consumers. It reflects the transaction based on the willingness (Rida) of both parties, which is one of the important pillars in every contract or agreement in Islam.

Based on observation data on the page (google playstore., 2025) Tix Id application still has many negative user comments such as when trying to exchange tickets that have been purchased through the application, the cellphone number is not found even though the user's cellphone number is still active and when the user contacts customer service, the money that should be returned to the digital wallet account does not return.

The reason why this research needs to be carried out is because there is still a conceptual gap in the outcomes of several previous studies. Perception of security, information quality and trust simultaneously influence purchasing decisions (Desky et al., 2022), Easy navigation, attractive design, and accessibility on the Shopee website build user e-trust. Payment security strengthens Shopee users' e-trust, increasing their trust. High e-trust is directly proportional to e-satisfaction (Almaola, 2024),(Semuel et al., 2021) Explains that information quality and interaction quality do not have a direct influence on purchase intention but require repeated in-depth study by revisiting the website, especially in terms of interacting with website facilities. This gap prompted research to examine the direct influence on *Usability*, Security and Quality Information on Interest in Buying Cinema Tickets Through the TIX ID Application.

## **2. METHODS**

This study collects and examines data using a quantitative, positivist approach in order to evaluate hypotheses. Which will focus on measuring observable and quantitative variables to look for objective cause-and-effect relationships. Within the framework of positivism, researchers will collect data through structured questionnaires from a large number of tix ID users in Bandar Lampung, then analyze the data using statistical techniques (such as regression) to test hypotheses about the effect of usability, security, and quality information on buying interest.

Derived from positivist philosophy, quantitative approaches concentrate on analyzing particular target groups or samples, gathering information using inquiry tools, and analyzing statistical or quantitative data to test preexisting ideas (Sugiyono, 2009). This inquiry is classified as an associative investigation since its goal is to determine the influence and relationship between two or more factors. The goal of associative studies is to determine the relationship or influence between multiple things.

The study's independent variables (X) are usability, security, and quality information, while the dependent variable (Y) is the desire to purchase movie tickets.

## **2.1 Population and sample**

As per (Purwanto, 2009) Population is a collection of all individuals that may include people, objects, or other measures of the object that is the focus of attention. The focus of this study is the users of the TIX ID application in Bandar Lampung City. As per (Sugiyono, 2017) A sample refers to a small subset drawn from a larger group, selected to mirror the key traits and characteristics of that group. This research adopted purposive sampling, a technique that involves selecting participants based on specific requirements. The criteria included: (1) individuals residing in Bandar Lampung who use the TIX ID app, (2) those who have previously bought movie tickets via the app, and (3) individuals aged 17 or older. The sample size, determined using the Slovin formula, consisted of 100 respondents.

## **2.2 Data analysis methods**

### **Outer Model Measurement Analysis**

As per (Ghozali & Latan, 2015) Testing measurement models demonstrates how latent variables to be measured are represented by manifest or seen variables. As per (Ghozali & Latan, 2015) Determining the relationship between latent variables and their indicators is the goal of an outer model or outer measurement. Outer model is very important to ensure the validity and reliability of the research construct before researchers draw conclusions about the relationship between variables in the structural model. Validity and reliability tests are used to gauge the outer model's analysis stage. The purpose of this analysis is to ascertain whether the measurement tool being used is suitable (valid and trustworthy). The outer model is put through the following tests:

**Validity Test** In accordance with (Ghozali & Latan, 2015) A validity test is used to determine whether or not the questionnaire is valid. To determine whether the constructed measuring device actually measures what has to be measured, this validity test must be performed. As per (Ghozali & Latan, 2015) There are two criteria for assessing the validity test in the outer model, namely convergent validity and discriminant validity.

**Test for Reliability** Composite reliability and Cronbach's alpha are the instruments used in the reliability test to gauge a construct's dependability. Reliability is deemed good when the composite reliability rating is between 0.6 and 0.7 (Ghozali & Latan, 2015) Thus the Cronbach's alpha value is higher than 0.7 as expected.

## **Hypothesis Testing**

The direction of the link between endogenous and exogenous factors is explained via hypothesis testing (Sugiyono, 2017). Hypothesis testing in this study will be conducted to analyze there is a significant influence between usability, security, and quality of information on the interest in buying cinema tickets through the TIX ID application, taking into account the perspective of Islamic Business. Examining the probability value and associated t-statistic is how hypothesis testing is done. With a 5% alpha, the p-value for the probability value is less than 0.05. For alpha 5%, the t-table value is 1.96. Therefore, when the t-statistic > t-table, the hypothesis is accepted (Ghozali & Latan, 2015). To guarantee the level of significance ( $\alpha$ ), a significance level of 5% (0.05) is employed.

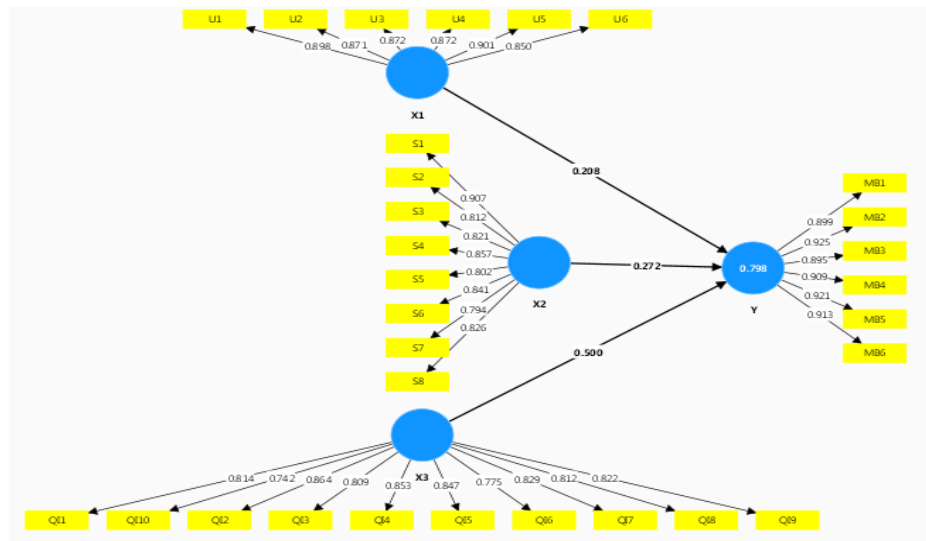
## **Inner Model Analysis**

The inner model is a structural model designed to forecast the causal relationship between latent variables with the goal of predicting their association (Ghozali & Latan, 2015). The R-squared test is used to estimate the structural model. R-Square ( $R^2$ ) In research, this model is used to ascertain how an independent variable affects a dependent variable The R-square value of 0.29-0.33 then it is included in the weak category, if the result is 0.33-0.67 is included in the moderate category and if the value reaches more than 0.67, it is generally categorized as high or strong. (Ghozali & Latan, 2015).

## **3. FINDINGS AND DISCUSSION**

### **3.1 Outer Model Evaluation**

As per (Evi & Rachbini, 2023) to determine whether the measurement model is both reliable and valid, an assessment of the outer model is conducted. When working with reflective indicators, the evaluation process involves analyzing how well the indicators represent their underlying constructs (convergent and discriminant validity), along with examining the internal consistency through composite reliability and Cronbach's alpha. The diagram below presents the outcomes of the outer model evaluation using the PLS algorithm framework:



Picture 1 Outer Model Measurement View

**Validity test**

Used to assess the questionnaire's validity and make sure that respondents can understand the statement items in the form of a research questionnaire.

**Convergent validity**

The correlation between indicator scores and their latent variable scores serves as the foundation for convergent validity testing. If all outside loadings are more than 0.5, the indicator is deemed legitimate. The following outcomes are the consequence of applying the loading value to the convergent validity calculation:

Table.2 Convergent Validity

| Variables               | Indicator | Convergent Validity | Information |
|-------------------------|-----------|---------------------|-------------|
| Usability(X1)           | U1        | 0.898               | Valid       |
|                         | U2        | 0.871               | Valid       |
|                         | U3        | 0.872               | Valid       |
|                         | U4        | 0.872               | Valid       |
|                         | U5        | 0.901               | Valid       |
|                         | U6        | 0.850               | Valid       |
| Security(X2)            | S1        | 0.907               | Valid       |
|                         | S2        | 0.812               | Valid       |
|                         | S3        | 0.821               | Valid       |
|                         | S4        | 0.857               | Valid       |
|                         | S5        | 0.802               | Valid       |
|                         | S6        | 0.841               | Valid       |
|                         | S7        | 0.794               | Valid       |
|                         | S8        | 0.826               | Valid       |
| Quality Information(X3) | Q11       | 0.814               | Valid       |
|                         | Q12       | 0.864               | Valid       |
|                         | Q13       | 0.809               | Valid       |
|                         | Q14       | 0.853               | Valid       |
|                         | Q15       | 0.847               | Valid       |
|                         | Q16       | 0.775               | Valid       |



|                                       |      |       |              |
|---------------------------------------|------|-------|--------------|
|                                       | QI7  | 0.829 | <b>Valid</b> |
|                                       | QI8  | 0.812 | <b>Valid</b> |
|                                       | QI9  | 0.822 | <b>Valid</b> |
|                                       | QI10 | 0.742 | <b>Valid</b> |
|                                       | MB1  | 0.899 | <b>Valid</b> |
|                                       | MB2  | 0.925 | <b>Valid</b> |
|                                       | MB3  | 0.895 | <b>Valid</b> |
| Interest in Buying Cinema Tickets (Y) | MB4  | 0.909 | <b>Valid</b> |
|                                       | MB5  | 0.921 | <b>Valid</b> |
|                                       | MB6  | 0.913 | <b>Valid</b> |

Table 2 the findings reveal that every indicator linked to the research variables achieves an Outer Loading score exceeding 0.7. As a result, all indicators are considered acceptable and statistically valid, making them suitable for further analysis within the study.

### ***Discriminant Validity***

The average variance extranced (AVE) value serves as the basis for discriminant validity testing; for a test to have strong discriminant validity, the AVE value must be greater than 0.5 (Ghozali, 2015). These are the outcomes of the discriminant validity computation that was performed using the AVE value:

**Table.3 Average Variance Extracted Value**

| <b>Variables</b>                      | <b>AVE</b> |
|---------------------------------------|------------|
| <i>Usability(X1)</i>                  | 0.770      |
| <i>Security(X2)</i>                   | 0.694      |
| <i>Quality Information(X3)</i>        | 0.668      |
| Interest in Buying Cinema Tickets (Y) | 0.829      |

Table 3 indicates that each variable has discriminant validity since the average variant extracted (AVE) value for the Usability variable (X1), Security (X2), Quality Information (X3), and Interest in Purchasing Cinema Tickets (Y) > 0.5.

### ***Composite Reliability***

It is a component used to evaluate an indicator's dependability on a variable. If a variable's composite reliability value is more than 0.7, it can be said to meet composite reliability. The composite reliability values for each variable utilized in this investigation are as follows:

**Table.4 Composite Reliability**

| <b>Variables</b>                      | <b>Composite Reliability</b> |
|---------------------------------------|------------------------------|
| <i>Usability(X1)</i>                  | 0.941                        |
| <i>Security(X2)</i>                   | 0.938                        |
| <i>Quality Information(X3)</i>        | 0.946                        |
| Interest in Buying Cinema Tickets (Y) | 0.960                        |

Table 4 shows that the Composite Reliability value for each of the research variables is greater than 0.7, indicating that the variables are reliable.

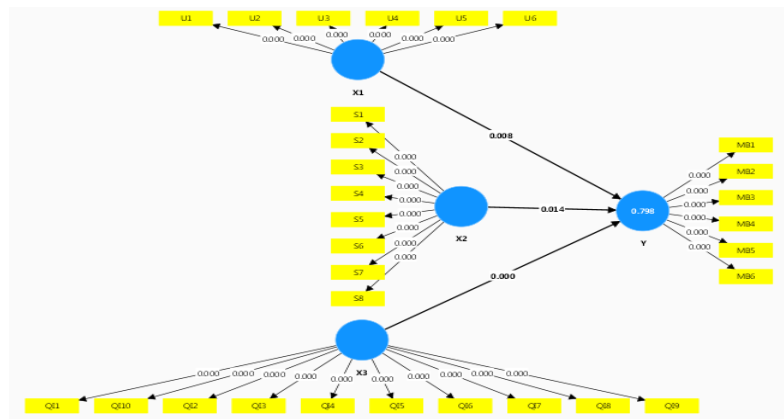
**Table.5 Cronbach's Alpha Value**

| <b>Variables</b>                      | <b>Cronbach's Alpha</b> |
|---------------------------------------|-------------------------|
| <i>Usability (X1)</i>                 | 0.940                   |
| <i>Security (X2)</i>                  | 0.937                   |
| <i>Quality Information (X3)</i>       | 0.945                   |
| Interest in Buying Cinema Tickets (Y) | 0.959                   |

Table 5 shows that each variable yields a Cronbach's alpha above 0.7, reflecting strong internal consistency. This suggests that the questionnaire employed in this research meets the necessary standards for reliability, confirming it as a dependable measurement tool.

### **Inner Model Evaluation**

Using the SmartPLS 4 program and partial least square (PLS) analysis, this study tests the hypothesis. A diagram of the PLS program model under test is shown below:



Picture 2 Inner Model

### Path Coefficient Test

The evaluation of the path coefficient is used to demonstrate the degree to which the independent variable influences the dependent variable. However, the degree to which the endogenous variable is impacted by other factors is measured by the determination coefficient (R-Square). The influence of the exogenous variable (which influences) on the endogenous variable (which is influenced) is classified as good if the R2 value for the endogenous latent variable in the structural model is 0.67 or higher. However, it falls into the weak category if the result is 0.29–0.33 and the moderate category if the result is 0.33–0.67 (Ghozali, 2015). The Path Coefficient table in the SmartPLS output below shows the t-statistic value between the independent and dependent variables, which is used to evaluate the prediction model's relevance in evaluating the structural model:

### T-Test (Partial Test)

The partial test, known as the t test, aims to evaluate how much influence each individual explanatory element has on changes in the outcome element. This method examines the effect of each independent element, specifically organizational commitment and emotional exhaustion, separately to determine their respective contributions to job satisfaction as the dependent element.

Table.6 Partial T Test

|   | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O/STDEV  ) | P values |
|---|---------------------|-----------------|----------------------------|--------------------------|----------|
| Usability (X1) -> Interest in Buying Cinema Tickets (Y)           | 0.208               | 0.209           | 0.079                      | 2,648                    | 0.008    |
| Security (X2) -> Interest in Buying Cinema Tickets (Y)            | 0.272               | 0.270           | 0.110                      | 2.466                    | 0.014    |
| Quality Information (X3) -> Interest in Buying Cinema Tickets (Y) | 0.500               | 0.501           | 0.100                      | 5.023                    | 0.000    |

The value of the Usability T-statistic on the interest in purchasing movie tickets is 2.648, which can be explained by the test that is shown in table 6 above. The hypothesis that Usability significantly increases interest in buying movie tickets may be accepted because the T-statistic value is greater than 1.96 and the P-value is less than 0.05.

Security on the desire to purchase movie tickets is 2.466. The hypothesis that security significantly increases interest in buying movie tickets can be accepted because the T-statistic value is greater than 1.96 and the P-value is less than 0.05.

Because the T-statistic value is greater than 1.96 and the P-value is less than 0.05, the outcomes of Quality Information on the interest in purchasing movie tickets support the hypothesis that Quality Information significantly increases interest in purchasing movie tickets.

### **R-Square Test**

The R-Square for each endogenous and intervening latent variable should be evaluated first in order to determine the structural model's predictive power. R-Square values of 0.75, 0.50, and 0.25 indicate strong, moderate, and weak models, respectively. Following the computation of the R-Square value, the following outcomes were obtained:

**Table. 7 R-Square Test**

| <b>Variables</b>                      | <b><i>R-Square</i></b> |
|---------------------------------------|------------------------|
| Interest in Buying Cinema Tickets (Y) | 0.791                  |

The variable of interest in purchasing movie tickets has an R-Square value of 0.791, or 79.1%, as per table 7 above. The construct X versus Y is powerful since the R-Square is more than 75%. However, other factors not covered in the study account for the remaining 20.9%.

### **F Test (Simultaneous)**

Seeks to ascertain whether or not independent variables have a simultaneous impact on dependent variables (Sugiyono, 2016). A connection among the independent elements and the dependent element is confirmed when the F value from the calculation goes beyond the F table, and the p-value is under 0.05. A hypothesis is not accepted when the significance figure exceeds 0.05, and is accepted when it stays below that point. If the F value surpasses the reference point from the F table, it shows that the independent elements jointly influence the dependent one. In this analysis, the F table reference was set at 3.089 with a 5% margin of significance. Therefore, when the p-value is below 0.05 and the F value exceeds 3.089, the hypothesis holds true. The next section presents the outcome of the F test:

**Table.8 F Test**

| Hypothesis | Sum Square | df | Mean Square | F       | P Value |
|------------|------------|----|-------------|---------|---------|
| H4         | 2,548,161  | 3  | 849,387     | 124,719 | 0.000   |

The following outcomes are evident from the F-test data in the above table: A value of 124,719 > 3.089 and a p value of 0.000 < 0.05 are displayed in the F-statistic results. These findings demonstrate that interest in purchasing movie tickets is significantly influenced by usability, security, and quality information all at the same time. The optimal combination of intuitive usability, robust security, and accurate quality information collectively increases buying interest significantly by building trust and efficiency, thus encouraging users to complete transactions. In other words, ease of Use, guaranteed data security, and clarity of information synergistically create a positive experience that directly correlates with improved cinema ticket purchase decisions.

#### **Summary of Hypothesis Test Results**

In light of the previously reported study findings, the following summary of the findings from the hypothesis testing is conducted:

**Table.9 Summary of Hypothesis Test Results**

|    | Hypothesis   | Information |
|----|--|-------------|
| H1 | <i>Usability</i> Has a significant positive influence on the interest in buying cinema tickets                           | Accepted    |
| H2 | <i>Security</i> Has a significant positive impact onInterest in Buying Cinema Tickets                                    | Accepted    |
| H3 | <i>Quality Information</i> Has a significant positive impact onInterest in Buying Cinema Tickets                         | Accepted    |
| H4 | <i>Usability, Security and Quality Information</i> Has a significant positive impact onInterest in Buying Cinema Tickets | Accepted    |

### **3.2 Discussion**

#### **Hypothesis 1: Usability has a significant positive effect on interest in buying cinema tickets.**

The study's findings demonstrate that usability significantly increases interest in purchasing movie tickets. This is demonstrated by the test findings in Table 6, where the P-value is 0.008<0.05 and the T-statistic value is 2,648 > 1.96. This indicates that the relationship is supportive, meaningful, and positive. Therefore, it can be said that usability has a favorable and considerable impact on the desire to buy movie tickets, as stated in the first hypothesis.

This means that a partial increase in the usability variable will cause an increase in the variable of interest in buying cinema tickets. This finding is in line with the principles of Jakob Nielsen's theory in

(Wahyuningrum, 2021) which emphasizes the importance of understanding user needs and behavior in designing effective and efficient applications. In the context of purchasing cinema tickets through the TIX ID application, the usability factor has a significant influence on consumer purchasing interest. This shows that user behavior in interacting with the application greatly determines purchasing decisions, which not only impact user satisfaction.

The people of Bandar Lampung City who use the TIX ID application show that the usability or ease of use of the application has a major influence on the interest in buying cinema tickets through the application. This study shows that the easier and more convenient the TIX ID application is to use, for example in terms of appearance, navigation, and the ticket purchasing process, the higher the user's interest in buying cinema tickets through this application. This means that if the application is able to provide a positive and efficient user experience, then users, especially the people of Bandar Lampung City, tend to be more interested and motivated to continue using the TIX ID application in purchasing tickets. Conversely, if users find it difficult or are dissatisfied with the available features, then their interest in making a purchase can decrease.

The findings of this investigation align closely with the work carried out by (Syukur et al., nd) entitled "The influence of trust, promotion and usability value on interest in purchasing typical Sembalun black garlic products at the Malsye souvenir center" *Usability Value* has a positive and significant repercussion on Purchase Interest at the Malsye Souvenir Center. This means that the more satisfied consumers are with the utility value of Black Garlic produced by the Malsye Souvenir Center, the higher the purchase interest at the souvenir center.

### **Hypothesis 2: Security has a significant positive effect on the interest in buying cinema tickets.**

The study's findings indicate that interest in purchasing movie tickets is significantly positively impacted by security. This is demonstrated by the test findings in Table 6, where the P-value is  $0.014 < 0.05$  and the T-statistic value is  $2.466 > 1.96$ . This indicates that the relationship is supportive, meaningful, and positive. Therefore, the second hypothesis, as per which security has a positive and considerable effect on the desire in buying movie tickets, can be concluded.

A partial increase in the Security variable will cause an increase in the variable of interest in buying cinema tickets. This finding is in line with the principles of the theory (Davis, 1989) Technology Acceptance Model (TAM), the security aspect is one of the important external factors that can influence perceived usefulness and perceived ease of use of an application (Santi & Erdani, 2021). In digital transactions, especially in purchasing movie tickets online through applications such as TIX ID, a sense of security is the main key. Users who feel that the application protects their personal data, guarantees transaction security and is able to prevent misuse of information will be more confident

and feel comfortable when making transactions. Trust based on this perception of security will then encourage users to judge that the application is not only useful, but also easy to use. This has a direct impact on the interest in buying movie tickets through the application. In other words, the higher the level of user security perception towards the application, the greater their interest in making ticket purchases digitally.

If users, especially the people of Bandar Lampung City, feel safe and trust the TIX ID application, for example because the security system is transparent, transactions are protected and there are consumer protection features, then they tend to have a higher interest in buying cinema tickets through the application. Conversely, if they feel the application is not secure enough or is at risk of data leaks and fraud, then they will hesitate to make a purchase. In other words, the higher the perception of security felt by users towards the TIX ID application, the greater their interest in purchasing cinema tickets online. Good security creates a sense of trust and comfort in digital transactions, which significantly drives purchasing decisions.

The findings of this investigation align closely with the work carried out by (Harto & Munir, 2021) with the research title "Analysis of Trust, Risk Perception and Security on Consumer Purchase Interest on the Shopee Buying and Selling Site which obtained the findings of the Security Results that have a positive and significant repercussion on Shopee consumer purchase interest, where the t count for security is  $3.510 > 1.669$  t table and significance  $0.001 < 0.05$ .

In Islamic literature, data protection is closely related to the principle of *hifz al-mal* (protection of property/assets) as one of the five main objectives (*Maqasid Sharia*). The concept of *hifz al-mal* is not only limited to physical assets, but also includes everything that is valuable and beneficial to the individual, including personal information and data. Maintaining the confidentiality and security of data, especially those that are sensitive and can cause harm if misused, is considered a form of maintaining trust (trust) and moral responsibility (Suhendar et al., 2023). Therefore, this principle underlines the importance of measures to prevent theft, misuse, or unauthorized disclosure of data, in line with Islamic ethics in safeguarding the benefit of individuals and society from all forms of damage and fraud.

### **Hypothesis 3: Quality information Has a significant positive impact on interest in buying cinema tickets**

The study's findings demonstrate that interest in purchasing movie tickets is significantly positively impacted by high-quality information. This is demonstrated by the test findings in Table 6, where the P-value is  $0.000 < 0.05$  and the T-statistic value is  $5.023 > 1.96$ . This indicates that the relationship is supportive, meaningful, and positive. Therefore, it can be said that the third

hypothesis, which states that interest in purchasing movie tickets is positively and significantly impacted by quality information, is accepted.

The better the quality of information presented in the TIX ID application, such as accurate, complete, clear and easy-to-understand information about movie schedules, ticket prices, cinema locations, and payment methods. The higher the interest of users in buying cinema tickets through the application. Quality information helps users make decisions more confidently and efficiently. Conversely, if the information displayed is inaccurate, confusing, or incomplete, users will feel hesitant and tend to be reluctant to make a purchase. In other words, the higher the quality of information provided by the TIX ID application, the greater the interest in buying cinema tickets online. Clear and reliable information creates a positive user experience and supports purchasing decisions.

The phenomenon that occurred in Bandar Lampung City shows that many users feel hesitant in buying cinema tickets online due to the lack of clear and reliable information. This reflects how important the quality of information is in shaping the interest in buying cinema tickets through applications such as TIX ID. If the information presented in the application is delivered accurately, completely and easily understood, then users will feel more confident and encouraged to make a purchase. Conversely, unclear or confusing information can reduce purchasing interest, even making users switch to other purchasing methods. Therefore, it is important for digital service providers such as TIX ID to continue to improve the quality of the information provided in order to build digital trust and encourage purchasing decisions.

The above findings are in line with the theory of (Athallah & Kraugusteeliana, 2022) WebQual, the quality of an application is determined by several main aspects, one of which is information quality. The information presented in the application must be accurate, relevant, complete and easy to understand in order to help users make the right decisions including the decision to buy movie tickets online. If an application like TIX ID presents clear information about movie schedules, ticket prices, seating locations and payment methods, it will increase user trust and comfort. High-quality information will form a positive perception of the application and encourage interest in buying movie tickets, especially among young people who are accustomed to relying on speed and clarity of information in every digital decision they make.

The findings of this investigation align closely with the work carried out by (Wijoyo & Marpaung, 2020) with the title of the study *The influence of quality information and reputation of tix id application toward the interest of purchase tickets online in xxi cinema ciputra serba mall pekanbaru city*". The test results explain how all independent variables affect the dependent variable.



The multicorrelation results show that the  $R^2$  result of 56% can explain how all independent variables affect the dependent variable.

**Hypothesis 4: Usability, security and quality information have a significant positive effect on interest in buying cinema tickets.**

The outcomes of the study show that Usability, security and quality information has a significant positive influence on the interest in buying cinema tickets. This evidence can be seen from the test results listed in table 8, where the F-statistic value is  $124,719 > 3.089$  and the P-value is  $0.000 < 0.05$ . This means that the relationship that occurs is positive, significant or supported. Thus, it can be concluded that the fourth hypothesis stating that Usability, security and quality information has a positive and significant repercussion on Interest in purchasing cinema tickets is accepted.

If the application is easy to use (usability) the navigation is simple, the interface is intuitive and the ticket purchase process runs smoothly, users will feel comfortable and not burdened in using the application. In addition, security is also an important aspect. When users feel that their personal data and transactions are protected, they will be more confident and sure to make purchases through the application. No less important, the quality of information presented such as movie schedules, ticket prices, cinema locations and seat options must be delivered accurately, completely and easily understood. Clear information helps users make quick and right decisions (Cahyani & Nurabiah, 2023). With the combination of these three aspects, users are not only satisfied, but also encouraged to continue using the application in purchasing cinema tickets. This proves that usability, security and quality information have a positive and significant repercussion on the interest in buying cinema tickets, especially among the people of Bandar Lampung City.

The above findings are in line with the theory of (Kotler & Keller, 2016) which states that consumer behavior in making decisions, including making online purchases, is greatly influenced by an understanding of the value, benefits and costs of each choice they make. In the context of purchasing movie tickets through applications such as TIX ID, users will consider various factors such as ease of use (usability), level of system security (security), and quality of information (quality information) available in the application before they decide to make a purchase. Consumers who assess that the application provides added value such as an easy transaction process, clear and reliable information, and guaranteed personal data security will have a higher tendency to purchase interest. This reflects consumers' understanding of customer value and rational decision-making processes, as explained by Kotler. Thus, the higher the usability, security and quality information felt by application users, the greater the possibility they are to purchase movie tickets online, especially among the people of Bandar Lampung City.

The findings of this investigation align closely with the work carried out by (Almaola, 2024) entitled "The effect of information quality, website quality and security on e-satisfaction through e-trust as an intervening variable" concluded This study shows that good information quality increases Shopee users' e-trust, indicating the company's ability to meet user needs. Easy navigation, attractive design and accessibility on the Shopee website build user e-trust. Payment security strengthens Shopee users' e-trust, increasing their trust. High e-trust is directly proportional to e-satisfaction, increasing Shopee user satisfaction.

#### **Hypothesis 5: Islamic business perspective on Usability, security, quality information And interest in buying cinema tickets**

From an Islamic business perspective, all economic activities, including the use of digital applications to buy cinema tickets, must be based on the principles of justice, honesty, transparency and welfare (Habibah, 2015). Usability or ease of use of the application is a form of efficiency and *ihsan* in service. Islam recommends all forms of convenience as long as they do not violate sharia values, as in the hadith of the Prophet Muhammad SAW which states, "Make it easy and do not make it difficult" (Baqi, 2021). Applications such as TIX ID that have a simple interface and easy-to-use navigation can help consumers transact efficiently and conveniently, thus supporting the principle of welfare.

*Security* or security is also an important aspect in the Islamic perspective. Every transaction in the Islamic economy must avoid elements of fraud (*gharar*) and ensure the security of property (*hifz al-mal*) (Verawati & Wulan, 2024). When users feel that their personal data and funds are safe, this reflects the trustworthiness of the service provider (PRADHANA, nd). On the other hand, the quality of information provided must also be accurate, clear and not misleading. Islam strongly emphasizes the openness of information, as stated in QS. Al-Baqarah verse 188 which prohibits taking property in a false manner. Therefore, the presentation of information such as movie schedules, ticket prices, seating locations and purchasing policies must be done honestly and transparently so that consumers can make wise decisions.

*Meaning: Do not consume your property among yourselves by wrongful means, nor bring it to the judges with the intention that you may consume some of other people's property sinfully, while you know. QS. Al-Baqarah:188*

Interest in buying cinema tickets in Islamic business is allowed as long as the products offered do not conflict with sharia. If the content of the film being watched is educational, positive entertainment and does not contain elements of sin, then buying cinema tickets is considered a permissible activity (Maulana, 2023). However, Islam also reminds us to make purchases proportionally, not excessively (*israf*), and not disrupt personal financial stability. Thus, high usability, security and quality

information on applications such as TIX ID can encourage consumer buying interest, while reflecting the implementation of Islamic business principles that are fair, honest and beneficial to society.

Based on the study from the perspective of Islamic business, the results show that usability, security and quality information applied in cinema ticket purchasing applications such as TIX ID have a strong relationship with sharia values, especially in terms of service efficiency, transaction security, and honesty in conveying information. In Islam, ease of use (usability) supports the principle of *taisir* (ease) which is recommended so that people do not experience difficulties in carrying out economic activities. System security (security) is very important because it reflects the mandate and responsibility in maintaining consumer rights and assets, which is also part of *hifz al-mal* (protection of assets) in *Maqasid Syariah* (Fuadi et al., 2025).

Islam also views that the interest in buying cinema tickets is permissible as long as the content watched is halal, educational and does not contain elements of sin, and is done wisely and not excessively (*israf*). Thus, the optimal implementation of these three aspects can not only increase the interest in buying by the people of Bandar Lampung City, but also reflect business practices that are in accordance with ethics and sharia principles.

#### **4. CONCLUSION**

Based on research and discussion, it can be concluded that the Usability, Security, and quality of information partially or simultaneously have a positive and significant effect on the interest in buying cinema tickets on tix ID application users in Bandar Lampung. That is, the higher the level of these three factors, the greater the interest in buying cinema tickets. In the Islamic perspective, the concept of Usability supports the principle of *taisir* (ease) in economic activity. Security reflects *hifz al-mal* (asset protection) in *Maqasid Syariah*, safeguarding the rights and assets of consumers. The interest in buying cinema tickets is allowed as long as the content watched is halal, educational, and done wisely and not excessive (*israf*). Thus, the optimal application of these three aspects not only increases the buying interest of the people of Bandar Lampung.

Based on the research results and conclusions that have been presented, the researcher provides the following suggestions: it is advisable to be wiser in using digital services, especially in consumption activities such as purchasing cinema tickets. The public should pay attention to aspects of ease (usability), security (security) and clarity of information (quality information) before making transactions, and always prioritize the principle of caution in making transactions. In addition, it is important to avoid transactions that contain elements that are contrary to sharia principles, such as usury and *gharar*. Then for further researchers Given that there are still limitations in this study, it is recommended for further researchers to develop a study on the influence of usability, security and

quality information on the interest in buying cinema tickets through the TIX ID application in an Islamic business perspective with a wider scope. The study can be expanded by taking objects in other areas besides Bandar Lampung City, using a larger sample size, and applying different analysis methods so that the results obtained are more varied, comprehensive and comparable, in order to gain a deeper understanding of Muslim consumer behavior in transacting through digital applications, especially in the context of cinema ticket purchasing services that are in accordance with sharia principles.

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