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The Role of Ease of Use, Usefulness, Trust, and Algorithms in Platform Choice Among Batam Content Creators

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a b s t r a c t

This research examines how Perceived Ease of Use, Perceived Usefulness, Perceived Trustiness, and Algorithm Awareness influence the attitude and intention of Batam content creators in utilizing digital platforms. Data collected from 137 Batam content creators were analyzed using linear regression. Results indicate that Perceived Ease of Use significantly affects Perceived Usefulness ($t = 6.007$, $p < 0.001$), but neither Perceived Ease of Use ($t = 0{,}315$, $p = 0.753$) nor Perceived Usefulness ($t = 1.664$, $p = 0.099$) impacts attitude. In contrast, Perceived Trustiness ($t = 4.109$, $p < 0.001$) and Algorithm Awareness ($t = 2.584$, $p = 0.011$) positively influence attitudes, while a strong relationship exists between attitude and intention to use platforms ($t = 8.654$, $p < 0.001$). These findings suggest that content creators should understand algorithm functionality and use trusted platforms to enhance content visibility and audience reach. Platform developers should focus on building trust by ensuring data security, transparent and fair content distribution systems, to create a sense of reliability & trustworthy, encouraging Batam creators to use the platform more actively.

Kata Kunci:
Kesadaran Algoritma ; Sikap ; Niat ; Model Penerimaan Teknologi ; Kepercayaan yang Dirasakan.

a b s t r a k

Penelitian ini mengkaji pengaruh Perceived Ease of Use, Perceived Usefulness, Perceived Trustiness, dan Algorithm Awareness terhadap sikap dan intensi content creator Batam dalam memanfaatkan platform digital. Data yang dikumpulkan dari 137 content creator Batam dianalisis menggunakan regresi linier. Hasil penelitian menunjukkan bahwa Perceived Ease of Use berpengaruh signifikan terhadap Perceived Usefulness ($t = 6{,}007$, $p < 0{,}001$), namun Perceived Ease of Use ($t = 0{,}315$, $p = 0{,}753$) maupun Perceived Usefulness ($t = 1{,}664$, $p = 0{,}099$) tidak berpengaruh terhadap sikap. Sebaliknya, Perceived Trustiness ($t = 4.109$, $p < 0.001$) dan Algorithm Awareness ($t = 2.584$, $p = 0.011$) memengaruhi sikap secara positif, sementara terdapat hubungan yang kuat antara sikap dan niat untuk menggunakan platform ($t = 8.654$, $p < 0.001$). Temuan ini menunjukkan bahwa kreator konten harus memahami fungsionalitas algoritma dan menggunakan platform tepercaya untuk meningkatkan visibilitas konten dan jangkauan audiens. Pengembang platform harus fokus membangun kepercayaan dengan memastikan keamanan data, sistem distribusi konten yang transparan dan adil, untuk menciptakan rasa keandalan & kepercayaan, yang mendorong kreator Batam untuk menggunakan platform lebih aktif.

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1. Introduction

The development of technology has provided numerous opportunities for individuals to socialize, create, and learn. People have transitioned many social activities from the physical world to interactive digital platforms, which enable communication, connection, idea-sharing, and relationship-building (Aslan & Yasar, 2020; Jamil *et al.*, 2022). Digital platforms are defined as standardized mediums that use digital technologies to facilitate interaction between parties (Chen *et al.*, 2022). These platforms are structured as types of platform organizations where digital design features such as resource-sharing and analytical information are enacted, constructed by both technological and social processes (Chen *et al.*, 2022; Saadatmand *et al.*, 2019). The growing number of digital platforms offers users a wide range of choices, leading to frequent switching between platforms (Tandoc *et al.*, 2019). In January 2023, around 78.5% of internet users in Indonesia, across all age groups, engaged with at least one social media platform (Kemp, 2023). This phenomenon, known as "Platform Swinging," occurs because each platform offers distinct functions, characteristics, and opportunities for users to express themselves and manage relationships (Chen *et al.*, 2022).

In addition to self-expression (Eryc, 2022), online platforms are used for a variety of purposes such as chatting, retrieving information, alleviating stress, offering services, creating content, and generating income (Kolhar *et al.*, 2021; Wolfers & Utz, 2022). A notable example of such platforms is social media. Over the years, social media has provided individuals with the opportunity to share, cooperate, connect, and engage (Bonilla *et al.*, 2020; Choi *et al.*, 2017). This functionality has led to the rise of online platform 'creators' who share their perspectives and passions. Platforms like Instagram, YouTube, and TikTok have sparked the growth of the creator economy, where creators can cultivate a large audience and monetize their content (Lambert, 2022; El Sanyoura & Anderson, 2022). The creator economy refers to the phenomenon in which content creators use social media platforms to attract like-minded users, build communities, and monetize their work. Creators produce, market, and monetize content, products, or services, typically around shared interests and specific topics (Okonkwo & Namkoisse, 2023). Currently, there are about 300 million content creators worldwide, and the creator economy could be worth $480 billion by 2027 (Di Leva, 2022; Goldmansachs, 2023). Attributes such as accessibility, virality, authenticity, relatability, and niche relevance drive the creator economy's success (Savage, 2024). The rise of "personal branding" has further empowered creators to present their talents to the public and engage with their audience through online platforms (Narciso, 2024). Since the onset of the COVID-19 pandemic, more people have embraced content creation to showcase their skills on social media. Creators now publish content in multiple formats, such as text, audio, images, and live streams, while audiences feel connected to them due to shared interests and values (Contributor, 2024). Furthermore, the ability of platforms to enable direct communication and build strong community ties has supported creators in establishing a presence online (Wolfers & Utz, 2022). This internet-driven economy has led audiences to pay for what creators share and review, with many Gen Z users admiring creators' fashion, lifestyles, and talents (Chiu & Ho, 2023). This has led to significant monetization opportunities such as ad revenue sharing, memberships, sponsored content, merchandise sales, and digital subscriptions, which encourage creators to build their online presence (Verdoodt & Feci, 2018; Hödl & Myrach, 2023).

Some features, such as audience analytics and algorithms, are also leveraged by creators to adjust their content and monetization strategies accordingly (Ma *et al.*, 2023). Different platforms offer varying insights and algorithms, which require creators to adopt platform-specific strategies to enhance engagement. Algorithms, driven by machine learning, filter and control content, requiring creators to adapt their approach to ensure visibility (Curchod *et al.*, 2020; Faraj *et al.*, 2018). Additionally, these algorithms can impact local market visibility, as platforms offer different user interfaces, experiences, and security measures, influencing their perceived usefulness and trustworthiness (Zarouali *et al.*, 2021). Consequently, many content creators engage with multiple platforms to expand their reach. Research has shown that social media significantly increases traffic and subscribers, which are key metrics for content visibility and

success (Hussein *et al.*, 2021). The growth of platforms has particularly benefited content creators in Batam. Creators on platforms like Instagram and TikTok are using these spaces for personal branding, self-expression, and to share updates on Batam's developments (Eryc & Vera, 2023). Content types include food, education, information, and beauty. According to Muliati and Qadri (2023), local content creators influence consumers' purchase intentions through perceived value, reflecting a shift towards influencer-driven purchasing behavior in Batam. Batam's digital economy, though still emerging, presents a unique market for content creation, which remains underexplored compared to larger hubs like Jakarta. Studies have also shown that MSMEs in Batam using social media for promotion have successfully increased public awareness and sales, further emphasizing the role of content creators in supporting the local economy (Muliati & Qadri, 2023).

Despite the increasing importance of content creators in Batam, there is a significant research gap regarding the factors influencing their choice of platforms. Previous studies have focused on social media adoption in other countries such as Jordan, Australia, Pakistan, and Egypt (Al-Khasawneh *et al.*, 2022; Khan *et al.*, 2021; Qalati *et al.*, 2021). However, there is limited research on the factors that influence platform utilization among content creators in Batam, Indonesia. Given the growth of Batam's digital ecosystem, it is essential to explore how trust, perceived usefulness, and algorithm awareness influence creators' platform choices. Therefore, this study aims to address this gap and answer the following research question:

What factors most significantly influence Batam content creators' intention to use social media platforms?

This research aims to fill the existing gaps in the literature by investigating the demographic and community factors that influence Batam content creators' platform utilization. Given the crucial role of local creators in economic growth, this study provides insights that help creators and businesses maximize the potential of Batam's digital economy. By examining how Batam content creators choose platforms and the factors they consider, this research aims to contribute to the academic literature and offer practical recommendations for improving content creation in the growing digital economy. This research will be based on the Technology Acceptance Model (TAM), which explains that two fundamental reasons why a technology is adopted and used are perceived usefulness and perceived ease of use (Davis, 1989). The TAM model is used in this research because it is commonly applied to explain individuals' acceptance of information systems (Hussein *et al.*, 2021; Gunawan & Gunawan, 2019; Oktavia & Angela, 2024). Research conducted by Gunawan and Gunawan (2019) suggests that TAM is a suitable model to test users' intentions in using a system. They posit that the similarity between enterprise social media and external social media could influence perceived ease of use and perceived usefulness, thus having a significant effect on employees' intention to use enterprise social media. A similar model was also adopted by Oktavia and Angela (2024), utilizing TAM variables to test whether perceived ease of use and perceived usefulness have significant effects on content creators' choice of social media platforms. Hence, we also adapt TAM in our research, aligning with the work of Oktavia and Angela (2024).

The current model includes two independent variables: Perceived Ease of Use and Perceived Usefulness. Additionally, the present study expands TAM by adding two more variables that, according to some researchers (Tandoc *et al.*, 2019; Hussein *et al.*, 2021; Ma *et al.*, 2023; Meng & Nansen, 2022), affect the intention to use platforms: Perceived Trustiness and Algorithm Awareness. The research model is shown in Figure 1.

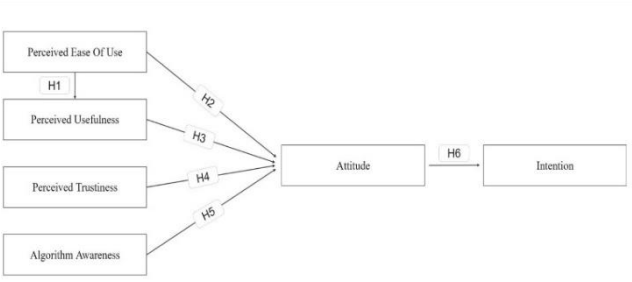

Figure 1. Conceptual Model

Davis, the creator of the Technology Acceptance Model, defined Perceived Ease of Use as "the degree to which a person believes that using a particular system would be free of effort." To be successful in building traffic, platforms such as applications,

websites, and media must be user-centric. User-centric design can enhance user experience while using the platform, thus increasing its perceived usefulness. There is evidence suggesting that ease of use is a desired factor for users when engaging with websites and social media. Easy-to-use platforms are perceived to be more useful and favorable, thus triggering higher levels of social media use (Hussein *et al.*, 2021). Research by Oktavia and Angela (2024) showed that perceived ease of use significantly impacts content creators' intentions to use social media. Creators choose social media based on a platform's ease of use. If a platform has a simple interface and easy-to-use features, creators will prefer to use it. Gunawan and Gunawan (2019) found that perceived ease of use positively influences perceived usefulness and the intention to use enterprise social media as a knowledge-sharing tool. However, in the study by Al-Khasawneh *et al.* (2022), perceived ease of use had the least influence on the intention to use social media, but it still positively impacted the intention to use TikTok. Kim and Nam (2019) also demonstrated that the perceived ease of use of digital payment platforms correlates with an increase in perceived usefulness. Thus, to test whether this factor is significant for Batam content creators in their content creation context, the following hypotheses are proposed: H1: Perceived Ease of Use of platforms will positively affect perceived usefulness. H2: Perceived Ease of Use of platforms will positively affect creators' attitudes toward using platforms.

Perceived Usefulness is defined as "the degree to which a person believes that using a particular system would enhance his/her job performance." If a platform offers easy usage, creators will be more inclined to use it (Oktavia & Angela, 2024). Most relevant studies have identified perceived usefulness as the most significant factor influencing consumers' intentions to use social media. Al-Khasawneh *et al.* (2022) concluded that perceived usefulness positively impacts the intention to use TikTok. Perceived usefulness is also the most significant variable influencing the acceptance of online learning applications among students' parents (Kusumadewi *et al.*, 2021). Akar and Mardikyan (2014) showed that perceived usefulness is positively linked to the intention to use Facebook as it helps people stay connected. Similarly, Shaputra *et al.* (2023) suggested that perceived usefulness positively impacts users' behavioral intention on Twitter as it enhances productivity in daily activities. For this research, perceived usefulness is defined as the degree to which a content creator believes that using platforms will enhance their content creation performance. Social media is used when creators believe it helps them accomplish their goals (Al-Khasawneh *et al.*, 2022). Therefore, the hypothesis for Perceived Usefulness is: H3: Perceived Usefulness of platforms will positively affect creators' attitude toward using platforms.

Perceived trustiness refers to the extent to which platforms are perceived as credible, reliable, and trustworthy. Trusted social media platforms are more likely to attract a larger number of users. Users are more likely to engage with platforms they trust. Examples of Perceived Trustiness include users' willingness to make transactions or share personal information on trusted platforms. Research by Siagian *et al.* (2022) indicates that trust affects consumer behavioral intention. Users who trust the security measures and services offered by digital platforms are more likely to engage with these platforms. As trust increases, so does the intention to use the platform. Meng and Nansen (2022) found that content creators tend to avoid the risk of using platforms that may be unstable or eventually shut down. According to Hussein *et al.* (2021), users decide which platform to engage with based on their trust in it, especially when sharing personal information. Hence, trust is believed to be closely related to the use of technology. This research aims to test whether trustiness affects content creators' attitudes toward using platforms. The following hypothesis is proposed: H4: Perceived Trustiness of platforms will positively affect creators' attitudes toward using platforms.

Algorithms are computational models used to transform data by learning how users interact with a platform and subsequently curating personalized content for the user (Taylor & Choi, 2022). Research has shown that social media feeds are curated based on digital traces such as likes, views, and comments (Zarouali *et al.*, 2021). These behaviors provide data that inform the algorithm on what content, services, and advertisements should be prioritized and shown to users (Ricci *et al.*, 2015). Algorithms have become a

critical tool for creators' success, though their functionality is often opaque and unmodifiable (Faraj *et al.*, 2018). Understanding how algorithms work influences content creators' strategies for improving their content visibility and engagement. Research by Ma *et al.* (2023) indicates that creators who are aware of how cross-platform algorithms work adjust their content strategies to suit the audience of each platform. Additionally, Armentano *et al.* (2014) found that awareness of recommendation algorithms influences users' intent to reuse platforms. Therefore, the following hypothesis is proposed: H5: Algorithm awareness will positively affect creators' attitudes toward using platforms.

The use of technology is influenced by how users perceive it and their attitude toward it (Hussein *et al.*, 2021). Positive attitudes lead to greater technology adoption. Research by Shaputra *et al.* (2023) provides evidence that users with positive attitudes are more likely to continue using technology. This study aims to explore how attitude toward platform use affects content creators' intention to use the platforms. H6: Attitude toward platform use will positively affect creators' intention to use platforms. Intention refers to the degree to which users are willing to use a particular product or service. Social platforms must identify ways to encourage continuous use and attract new users (Kemp, 2023). Research by Gunawan and Gunawan (2019) shows that when a system is supported by perceived usefulness, there is a significant increase in user acceptance. In this context, intention will determine whether creators will continue using the platform.

2. Research Method

Method of Collecting Data

To analyze the factors influencing content creators in Batam in choosing platforms, a quantitative research method will be employed to gather specific data and insights. Quantitative research involves collecting and analyzing numerical data that can be measured mathematically (Sulistiyowati, 2017). Quantitative methods are well-suited for this study because they allow for the measurement of how different factors such as ease of use, usefulness, trustiness, and platform algorithm awareness relate to attitudes and intentions to use platforms. Structured questionnaires will be used to collect data, ensuring objectivity and enabling statistical analysis. Primary data will be gathered through an online questionnaire (Google Form). A sample size of 120 respondents was selected based on Roscoe's (1975) rule of thumb, which states that sample sizes larger than 30 but less than 500 are appropriate for most research, and the sample size should be ten times the total number of variables in the study for multivariate research (Space, 2013; Sulistiyowati, 2017). Since content creation in Batam is still developing and the number of active creators is limited, selecting 120 respondents is considered sufficient to represent the Batam creator community, while also considering practical challenges in reaching respondents. This sample size will also be adequate for performing statistical analyses, such as multiple linear regression and classical assumption tests.

The questionnaire will be distributed via email or direct messages (DM) to allow content creators to complete the survey. Purposeful sampling methods will be used for selecting participants, including: (1) identifying themselves as content creators, (2) being based in Batam, and (3) posting content on platforms. To identify potential participants, a list will be created of accounts posting content related to Batam through the researcher's activity on platforms (Kolhar *et al.*, 2021). The data gathering form will indicate that the survey data will be anonymized and used solely for this research (Faraj *et al.*, 2018). A preliminary study will be conducted by distributing questionnaires to 30 participants initially before scaling up to 120 respondents, to ensure the reliability and validity of the variables before disseminating the survey to all participants (Rieder *et al.*, 2023; Sama & Wibowo, 2023). Variables and questions included in the questionnaire are adapted from existing scales used in previous studies, as explained in the literature review. Responses will be recorded using a 5-point Likert scale, ranging from 1 – "Totally Disagree" to 5 – "Totally Agree" (Koinig, 2022). The independent research variables are "Perceived Ease of Use," "Perceived Usefulness," "Perceived Trustiness," and "Algorithm Awareness." The dependent variables are "Attitude" and "Intention".

Table 1. Variables and Indicators

Variable	Dimension	Indicator	Adapted by
Perceived Ease of Use	PEOU1	It is easy for me to learn how to use the platforms for my content creation process	[39]
	PEOU2	The platforms make it easy to realize what I want in my content creation process	
	PEOU3	It is easy for me to remember how to use the platforms for my content creation process	
	PEOU4	I find that the platforms are easy for me to use for my content creation process	
Perceived Usefulness	PU1	Using these platforms enhances my productivity on content creation process	[39]
	PU2	The use of platforms has critical roles in supporting my content creation process	
	PU3	Using these platforms make my content creation process easier	
	PU4	I find the platforms are useful for my content creation process	
Perceived Trustiness	PT1	Platforms that I am currently using are reliable	[13]
	PT2	Platforms that I am currently using are credible	
	PT3	Platforms that I am currently using are trustworthy	
Algorithm Awareness	A1	Algorithm are used to recommend my contents to my audience on platforms	[42], [57]
	A2	Algorithms are used to prioritize my contents above others	
	A3	Algorithms are used to tailor certain contents to my audience on platforms	
	A4	Algorithms deliver my contents to the right audience	
Attitude	AT1	Using the platforms for my content creation process is a good idea	[39]
	AT2	Using the platforms for my content creation process is a wise idea	
	AT3	Using the platforms for my content creation process is a fun idea	
	AT4	Using the platforms for my content creation process is a positive idea	
	AT5	The advantages of using these platforms for my content creation process outweigh the disadvantages	
Intention	INT1	I intend to continue use the platforms for my content creation process	[39]
	INT2	I hope that the use of platforms for my content creation process will continue in the future	
	INT3	I will often use the platforms for my content creation process in the future	
	INT4	I will recommend the platforms for content creation process to others	

Analysis Technique

Once the data are collected, it will be inputted into the system for further analysis. The analysis will be conducted using the Multiple Linear Regression method with IBM SPSS Statistics. The data will first be analyzed using the Z-Score method. The Z-score ensures that outliers, which could distort the analysis, are excluded, improving the accuracy and reliability of the results (Sulistiyowati, 2017). If any invalid data are found, they will be removed from the analysis. Following this, Pearson Correlation and Cronbach's Alpha will be utilized. Pearson Correlation will reveal the strength and direction of the relationship between variables, helping to identify potential multicollinearity or redundant predictors, while Cronbach's Alpha will confirm the internal consistency of the scales used, ensuring the reliability of the constructs (Hair *et al.*, 2012). The data will then proceed to regression analysis, which includes the F-test, T-test, and R^2 test. The F-test is used to assess the impact of multiple independent variables on the dependent variable simultaneously. It evaluates whether the overall regression model fits the data well. A significance level of less than 0.05 indicates that the regression model fits the data well (Anggraini *et al.*, 2022). The F-test will help determine whether all independent variables together significantly influence the dependent variable, providing insight into the overall fit and explanatory power of the model.

A T-test is conducted to analyze the individual influence of each independent variable on the dependent variable. It tests whether each independent/explanatory variable is necessary in the model, considering that the others are already included. If the significance is less than 0.05, the coefficients are statistically significant (Adhikari, 2022). The T-test will reveal how significantly each independent variable, such as 'Perceived Usefulness,' influences the dependent variable 'Attitude,' addressing hypotheses related to these individual effects. The R^2 test is used to evaluate the strength of the relationship between the model and the dependent variable on a scale from 0 to 100%. It is a statistical measure of how well the model fits the data by determining the proportion of variance in the dependent variable explained by the independent variables. Small R^2 values are not always problematic, and high R^2 values are not always ideal (Adhikari, 2022). R^2 values help understand how well the data fit the regression line, illustrating the percentage of influence that the independent variables have on the dependent variable (Hair *et al.*, 2012). This helps evaluate the strength of the overall relationship and the predictive power of the independent variables. Next, conclusions will be drawn from the results of each linear regression test for these variables. The Classical Assumption Test will then be conducted. A normality test will be done using a Normal P-P Graph to show the normality of the research data, ensuring that the data is distributed normally across the curve region, which is crucial for accurate regression analysis results (Space, 2013). A multicollinearity test will be conducted to identify correlations between independent variables that are not bound by checking the Tolerance and VIF (Variance Inflation Factor) values. Tolerance should be > 0.1, and VIF should be < 10, to ensure that the independent variables are not excessively correlated, which strengthens the model's reliability (Anggraini *et al.*, 2022). The heteroscedasticity test will examine whether there is an inequality of variance in the errors for observations on the independent variable using the scatterplot method (Adhikari, 2022). The autocorrelation test can be performed using the Durbin-Watson test, which helps identify if the errors are independent, addressing assumptions critical for unbiased regression results. Each of these analyses will directly support the research hypotheses by quantifying the relationships and testing the proposed hypotheses between perceived ease of use, perceived usefulness, perceived trustiness, and algorithms, with regard to the attitude and intention of platform utilization by Batam content creators.

3. Results and Discussion

Results

In the survey conducted online for 2 months, 137 respondents completed the questionnaire in full. Of the collected data, one respondent was excluded as they did not actively publish on various platforms. Hence, data from 136 respondents were analyzed, with 118 respondents (86.8%) posting on TikTok, 115 respondents (84.6%) posting on Instagram, 38 respondents (27.9%) posting on Facebook, 17

respondents (12.5%) posting on YouTube, 1 respondent (0.7%) posting on Snackvideo, 1 respondent (0.7%) posting on LinkedIn, and 6 respondents (4.4%) posting on X. These respondents had been posting content on platforms ranging from a few months to 6 years. After performing the Z-Score method, 8 data points were found to be outliers and were excluded from the analysis. Therefore, only 128 responses were used for the final analysis.

Convergent Validity

Variables can be considered valid if the Pearson Correlation value has 2 stars. Based on calculations carried out using IBM SPSS Statistics, it was concluded that all indicators achieved 2 stars, with all significant values < 0.05 and Pearson Correlation > 0.05. This indicates that the indicators used in the research are valid and appropriate for use (Anggraini *et al*., 2022).

Composite Reliability

The results of the Cronbach's Alpha calculations using IBM SPSS Statistics are shown in Table 2. From the data, all variables had Cronbach's Alpha values above 0.6. According to the criteria mentioned by Hair *et al.* (2012), variables can be considered reliable if their Cronbach's Alpha exceeds 0.6. Therefore, the variables used in this research are all deemed reliable.

Table 2. Cronbach Alpha

Variable	Cronbach Alpha	Result
PEOU	0.660	Reliable
PU	0.724	Reliable
PT	0.612	Reliable
A	0.657	Reliable
AT	0.637	Reliable
INT	0.628	Reliable

F Test

The results of the regression analysis indicated that the overall model was significant, as shown in Table 3. Each F-score and its corresponding significance level were carefully examined to determine the relationships between the independent and dependent variables. As from the result, all significance levels were less than 0.05, suggesting that the independent variables had a meaningful impact on the dependent variables.

Table 3. F Test

Dependent Variable	Independent Variable	F Score	Significance
PU	PEOU	36.083	<.001
AT	PEOU	16.567	<.001
	PU		
	PT		
	A		
INT	AT	74.897	<.001

For the relationship between Perceived Usefulness (PU) and Perceived Ease of Use (PEOU), the F-score of 36.083 with a significance level of $p < 0.001$ indicates a strong and significant association. This result suggests that Perceived Ease of Use (PEOU) is a critical determinant of Perceived Usefulness (PU) in the model, emphasizing its role in shaping users' perceptions of usefulness (Anggraini *et al*., 2022). Similarly, the relationship between Attitude (AT) and Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Perceived Trustiness (PT), and Algorithm Awareness (A) shows an F-score of 16.567 with a significance level of $p < 0.001$, also indicating a significant association between these variables (Hair *et al*., 2012). Finally, the relationship between Intention (INT) and Attitude (AT) shows an F-score of 74.897 with a significance level of $p < 0.001$, indicating a strong association between these two variables (Adhikari, 2022).

T-Test

The results of the T-test in the regression analysis are shown in Table 4.

Table 4. T Test

Dependent Variable	Independent Variable	T-Test	Significance	Decision
PU	PEOU	6.007	<.001	Accepted
AT	PEOU	0.315	0.753	Rejected
	PU	1.664	0.099	Rejected
	PT	4.109	<.001	Accepted
	A	2.584	0.011	Accepted
INT	AT	8.654	<.001	Accepted

From the linear regression results shown in Table 4, the explanation of each variable can be described as follows:

The T value for Perceived Ease of Use (PEOU) towards Perceived Usefulness (PU) is 6.007 with significance < 0.001. This shows that hypothesis H1, which posits that Perceived Ease of Use of platforms will positively affect Perceived Usefulness, can be accepted. This hypothesis indicates that with the ease of use offered by platforms, they become more useful, which in turn enhances content creators' ability to accomplish tasks or activities. This is consistent with research by Hussein *et al.* (2021), Gunawan and Gunawan (2019), and Oktavia and Angela (2024), who also found that Perceived Ease of Use positively impacts Perceived Usefulness.
The T value for Perceived Ease of Use (PEOU) towards Attitude (AT) is 0.315 with significance 0.753. This shows that hypothesis H2, which posits that Perceived Ease of Use of platforms will positively affect creators' Attitude toward using platforms, is rejected. This result is not consistent with research by Al-Khasawneh *et al.* (2022), Gunawan and Gunawan (2019), and Oktavia and Angela (2024), but it aligns with research by Hussein *et al.* (2021), which suggests that users are not necessarily more motivated to use social media more if they find it very easy to use. The T value for Perceived Usefulness (PU) towards Attitude (AT) is 1.664 with significance 0.099. This shows that hypothesis H3, which posits that Perceived Usefulness of platforms will positively affect creators' attitude on using platforms, is rejected. This result contradicts research by Hussein *et al.* (2021), which indicates a positive relationship between usefulness and attitude. The T value for Perceived Trustiness (PT) towards Attitude (AT) is 4.109 with significance < 0.001. This shows that hypothesis H4, which posits that Perceived Trustiness of platforms will positively affect creators' Attitude on using platforms, is accepted. This aligns with research by Hussein *et al.* (2021), which suggests that platforms perceived as trustworthy trigger more positive attitudes. The T value for Algorithm Awareness (A) towards Attitude (AT) is 2.584 with significance 0.011. This shows that hypothesis H5, which posits that Algorithm Awareness will positively affect creators' attitudes on using platforms, is accepted. This result is consistent with research by Armentano *et al.* (2014), which suggests that algorithms can influence user engagement and platform use. The T value for Attitude (AT) towards Intention (INT) is 8.654 with significance < 0.001. This shows that hypothesis H6, which posits that Attitude toward platform use will positively affect creators' Intention to use platforms, is accepted. This hypothesis is supported by research by Hussein *et al.* (2021) and Shaputra *et al.* (2023), which also shows that attitude positively impacts intention.

R^2 Test

The R^2 values from the regression analysis, as shown in Table 5, highlight the proportion of variance in the dependent variables explained by the independent variables. For Perceived Usefulness (PU), the R^2 value of 0.223 indicates that the independent variables, Perceived Ease of Use, explain only 22.3% of the variance, with 76.7% explained by other variables. Meanwhile, Attitude (AT)'s R^2 value is 0.350, meaning that only 35% of Attitude (AT) can be explained by Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Perceived Trustiness (PT), and Algorithm Awareness (A), with 65% influenced by other variables. Finally, the Intention (INT) R^2 value is 0.373, meaning that only 37.3% of Intention (INT) can be explained by Attitude (AT), with 62.7% influenced by other factors.

Table 5. R2 Test & Durbin Watson

Dependent Variable	Independent Variable	R-Square	Durbin Watson
PU	PEOU	0.223	1.681
AT	PEOU	0.350	1.829
	PU		
	PT		
	A		
INT	AT	0.373	2.038

Classical Assumption Test

The Normal P-Plot graph and the Normality Test are both tools that can assess whether the data follow a normal distribution by illustrating their alignment with the normal curve. To illustrate the normality of the research data, the points are plotted along and in proximity to the diagonal line. Based on the result, the points are seen plotted along with the diagonal line. This shows that the data obtained in this research has normal distribution. Also, from tolerance & VIF shown in Table 6, we can conclude that there is no correlation between the independent variables in this research, which can be seen from the tolerance number of more than 0.10 and the VIF number of less than 10. Additionally, the findings from the heteroscedasticity test indicate that the data is distributed without conforming to any specific pattern, suggesting that the overall data sample appears to be free from symptoms of heteroscedasticity. For auto correlation test, based on the Durbin Watson shown in Table 5, we can see that there is no auto correlation because is within the Durbin-Watson limits.

Table 6. Tolerance & VIF

Dependent Variable	Independent Variable	Tolerance	VIF
PU	PEOU	1	1
AT	PEOU	0.71	1.409
	PU	0.607	1.648
	PT	0.644	1.554
	A	0.844	1.185
INT	AT	1	1

Discussion

This research provides insights into the various factors influencing Batam content creators' attitudes and intentions to utilize platforms. The findings reveal several important insights that can help platform developers, marketers, and stakeholders in the content creation ecosystem. A significant insight is the impact of Perceived Ease of Use (PEOU) on Perceived Usefulness (PU) ($t = 6.007$, $p < 0.001$). This highlights that creators appreciate platforms that are easy to navigate, as these qualities allow them to concentrate on their creative work rather than overcoming technical challenges. For example, creators may prefer platforms that offer intuitive video editing tools over those with more complex learning processes. These tools not only enhance ease of use, but also make creators feel more productive, increasing their perceived usefulness (Hussein *et al.*, 2021; Gunawan & Gunawan, 2019; Oktavia & Angela, 2024). However, the research indicates that ease of use ($t = 0.315$, $p = 0.753$) and usefulness ($t = 1.664$, $p = 0.099$) do not directly improve creators' Attitude (AT) toward using platforms. This could suggest that creators in Batam prioritize other factors. For instance, even if a platform is easy to use, Batam creators may perceive it negatively if it lacks engagement features (Oktavia & Angela, 2024). This could also indicate that individuals are unlikely to form a positive view of social media or increase their usage unless they perceive it as useful to them. The significant role of Perceived Trustiness (PT) ($t = 4.109$, $p < 0.001$) in shaping attitudes emphasizes the importance of creators feeling secure on the platform. Trust issues, such as data privacy concerns, can deter

creators from using certain platforms. By providing transparent content moderation policies or clear terms of service, platforms are likely to gain creators' trust and enhance their attitudes (Hussein *et al.*, 2021). These platforms, such as Instagram Insights and YouTube Analytics, provide tools that allow creators to track performance and feel assured about their content's visibility and audience engagement. Another noteworthy result is the impact of Algorithm Awareness (A) ($t = 2.584$, $p = 0.011$) on creators' attitudes. Many creators in Batam are aware of how algorithms determine visibility and engagement, suggesting that understanding these mechanisms influences their attitude and intention to invest in platforms. For instance, platforms like TikTok, which openly educate users on how their algorithm favors certain behaviors (e.g., frequent posting or using trending sounds), may build a positive perception among creators who can adapt their strategies accordingly (Ma *et al.*, 2023). The data also suggests that Attitude (AT) ($t = 8.654$, $p < 0.001$) is the strongest predictor of Intention (INT) to use platforms. This underscores the need for platforms to foster positive attitudes in order to encourage Batam content creators to continue using them. For Batam content creators, whose community is still developing, positive experiences can significantly impact their intention to continue creating and interacting on these platforms.

The findings of this study provide valuable insights for platform developers, content managers, and marketing strategists looking to attract and retain content creators, particularly in emerging markets like Batam. The lack of significance in Perceived Ease of Use suggests that simplifying platform interfaces alone may not directly influence Batam creators' attitudes. Instead, efforts should be redirected toward other impactful factors, such as Perceived Trustiness and Algorithm Awareness, which were found to significantly affect creators' attitudes. Platforms should focus on building trust by ensuring data security, offering transparent policies, and establishing fair monetization systems. These actions can create a sense of reliability and trustworthiness, encouraging Batam creators to use the platform more actively. This study contributes to understanding the factors that influence content creators based in Batam regarding their trust and algorithm awareness to use digital platforms. However, there are several limitations that could contribute to further exploration. This study is geographically limited to Batam, where the content creators' community is still developing. Future research could try to expand the scope geographically to other areas and creators, to assess whether trust and algorithm awareness remain significant across various contexts and cultural settings. Additionally, as this study focuses on six variables within an extended TAM framework, future research could also include additional variables such as cultural values, AI-driven algorithm personalization, or platform monetization mechanisms to understand if those factors also affect content creators' attitudes and intentions regarding platform adoption. Furthermore, this study primarily investigates general attitudes and intentions to use platforms. Future research could dive deeper into specific levels of platform use, such as casual posting versus professional content creation, or analyze different niches (e.g., lifestyle, education, or gaming) to provide a more comprehensive view of Batam's content creation landscape. Additionally, qualitative methods such as interviews or focus groups could offer a deeper understanding of creators' motivations, challenges, and strategies in content creation.

4. Conclusion

This study aimed to explore the role of Perceived Ease of Use, Perceived Usefulness, Perceived Trustiness, and Algorithm Awareness in influencing Batam content creators' intentions to utilize digital platforms. A quantitative approach was employed, utilizing structured Google Forms distributed to content creators based in Batam. A total of 137 respondents participated, and the collected data was analyzed using linear regression analysis in IBM SPSS Statistics. This research extended the Technology Acceptance Model (TAM) by incorporating two additional variables, which are Perceived Trustiness and Algorithm Awareness to better understand the unique considerations of content creators. The research methodology included tests for Convergent Validity, Composite Reliability, Classical Assumption Testing, and the application of regression analysis to evaluate the relationships among the variables. The results confirmed several key hypotheses and

provided valuable insights into Batam content creators' decision-making processes. Among the six hypotheses tested, four were proven significant, with Perceived Trustiness and Algorithm Awareness emerging as critical factors. These findings highlight the importance of trust and algorithmic awareness/transparency in shaping Batam content creators' attitudes toward platforms usage. Perceived Trustiness was particularly significant, demonstrating that Batam content creators are more likely to form positive attitudes toward platforms they perceive as reliable, credible, and trustworthy. Trustworthiness is crucial for creators, as it assures them that the platform can safeguard their data, maintain fairness, and provide a dependable environment for content sharing. Algorithm Awareness was also found to have a significant positive effect on attitudes. Creators are increasingly aware of how algorithms influence their content's visibility and performance. Platforms that provide transparency about algorithmic processes, offer control over visibility, or educate users on how algorithms work can enhance user attitude, leading to user continuous intention of using platforms. Interestingly, Perceived Ease of Use and Perceived Usefulness were not significant in influencing attitudes in this study.

This finding suggests that, in Batam context, creators may prioritize other factors over usability or utility, focusing instead on how platforms align with their trust and content visibility needs. These findings highlight the importance of aligning platforms features with creators' strategic needs, rather than just optimizing for general ease of use or usability. Also, positive attitudes lead to continuous intention of Batam content creators utilizing platforms. Thus, if platforms provide a medium that creators can trust, and algorithms that can help push creators' content to the appropriate target audience, then creators will be more positive in using platforms, which will lead to continuous use/intention by Batam content creators.

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