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How Does Ergo-Functional Value Resonance Enhance Intention to Use? An SDL Perspective

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This research was conducted to fill the research gap between perceived ease of use and intention to use by exploring the Service-Dominant Logic Theory in the development of ergo-functional value resonance. The process involved surveying 352 MacBook users through Instagram. The data obtained were processed using AMOS 23 and the results showed the possibility of ergo-functional value resonance serving as a mediator between perceived ease of use and intention to use. This research contributes to the perspective of Service-Dominant Logic, which regards the product as a medium for value exchange, with the actual value being the functional aspect of the product.

Keywords: Brand congruence; perceived ease of use; service-dominant logic; intention to use; value resonance; technology acceptance; customer behavior.

1. Introduction

Consumers are influenced by their environment when making purchasing decisions, even for technological devices such as laptops. The decisions to buy and use technology-based products also depend on the perceived ease of use by the consumers [Park *et al.* (2014); Yang (2019); Zhou *et al.* (2023)]. This is because consumers tend to buy and use technology-based products considered easier to use. Therefore, the perceived ease of use concept is important for three reasons. Firstly, the utilization of these technology-based products is often perceived as complex, particularly for consumers without a technology-oriented mindset, and may require specialized knowledge for effective operation [Wang (2020)]. Second, there is a rapid technological change, leading to the emergence of detailed products with more sophisticated attributes, thereby eroding the knowledge already possessed by consumers. Third, perceived ease of use is a major determinant of technology acceptance behavior [Zhu *et al.* (2022)]. Meanwhile, technology acceptance behavior can be positive or negative, depending on the users' perception of the benefits.

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There is a body of research that adopts the concept of perceived ease of use to measure acceptance of innovative technologies such as digital wallets [Singh and Sinha (2020)], cloud e-learning applications [Wang *et al.* (2019)], e-commerce platforms [Sullivan and Kim (2018)], online banking [Szopiński (2016)], Islamic credit cards and e-commerce banking services [Dariyoush *et al.* (2016)], online hotel booking applications [Bhatiasevi *et al.* (2015)], and mobile social network [Park *et al.* (2014)]. Positive technology acceptance behavior is an indicator of interest in using new technology and has been reported to be mostly influenced by perceived ease of use [Oliveira *et al.* (2016); Singh *et al.* (2020)]. This variable is also found to be affecting brand engagement [McLean *et al.* (2019)], brand congruence [Abosag *et al.* (2020)], work productivity [McLean *et al.* (2018)], and perceived enjoyment [Li *et al.* (2019)]. The perception that the usage of a particular technology does not require great effort is also observed to be influencing the involvement of consumers in a brand and increasing their productivity.

Several empirical research studies were observed to have confirmed the significant impact of perceived ease of use on the interest to use new technologies [Nedra *et al.* (2019)] but the results provided were inconsistent, for example, the research of Karjaluoto, Töllinen, Pirttiniemi, and Jayawardhena [Heikki *et al.* (2014)] on the use of mobile customer relationship management, Balasubramanian *et al.* [2017] on mobile online shopping apps, and Pavlou [2014] on electronic commerce showed the influence of perceived ease of use on purchase intention. Meanwhile, several others showed contrasting results [Agrebi *et al.* (2015); Aji *et al.* (2020); Zhu *et al.* (2022)]. This inconsistency led to the conduct of this research to determine the effective influence of perceived ease of use on the intention to use technology.

The research gap identified was addressed by adopting the service-dominant logic (SDL). This model was selected for several reasons. First, transactional exchanges only occur when the business is based on giving and obtaining appropriate value by those involved in the transaction [Vargo *et al.* (2017)]. Second, value proposition shows that the essence of a value is easily understood by consumers when it is transmitted correctly [Vargo *et al.* (2017)]. This means strong value resonance is the key to increasing consumer response. Moreover, the SDL discusses the reasons individuals buy a product because it is physical and provides benefits during consumption, thereby indicating value which is a trigger for the intention to use [Singh *et al.* (2020)]. The decision to use a product is often motivated by the good experiences shared by others and this can also be understood as resonance [McDonnell *et al.* (2017)].

This research was conducted to fill this research gap by developing the concept of ergo-functional value resonance to serve as the mediation to bridge the relationship between the perceived ease of use and intention to use. Therefore, SDL was used as the basis to propose a conceptual model involving different variables such as perceived ease of use, ergo-functional value resonance, perceived brand authenticity, brand suitability, and intention to use. Apple MacBook was later used to test the proposed model due to its superiority over Google and Microsoft in terms of trust in the brand [Raju *et al.* (2021)]. This was based on the belief of consumers that using Apple products makes them part of an exclusive group. Moreover, Apple Inc., the

manufacturer of MacBook, gives the impression that its products are owned by cool, tech-savvy, classy people. This was achieved by including features not existing in other brands in their products to gain a competitive advantage. The company also has a policy that protects the privacy of its users [Apple (2020)], thereby leading to the wide usage of MacBooks by those interested in data security [Banerjee *et al.* (2020)]. However, the technology is relatively complicated to use [Costa Climent and Haftor (2021)] and also requires special devices and accessories to connect with non-Apple devices. The perception of ease of use can be used to resolve these issues as well as to increase the interest of consumers to use MacBook products.

2. Literature Review

2.1. *Ergo-functional value resonance*

There is continuous growth in the portable computer market with manufacturers such as Apple Inc. competing to provide the products with the best specifications. These companies consistently integrate visual æsthetics and strong style in their products and this is the reason Apple products are considered attractive and cool [Tiwari *et al.* (2021)]. Apple Inc. has a line of laptop computers called MacBooks receiving considerable attention from consumers because of their very high specifications [Barnes *et al.* (2021)]. According to the company, MacBook is an easy-to-learn portable computer with sophisticated features and it can be used to work, play, and create in a completely new way [Apple (2022)]. The software of this computer is free and needs to be kept up to date to ensure smooth operations. Moreover, the versatility of the MacBook makes it suitable for different needs by adapting to the work of the users. It is also equipped with ergonomically designed hardware such as keyboards and trackpads. The computer also has Trackpad Force Touch embedded for precise cursor control and pressure-detecting capabilities, accelerators, pressure-sensitive images, and multi-touch gestures [Apple (2022)].

Apple products are easier to use due to the ecosystem built by the manufacturer. For example, a smart personal assistant called Siri is provided to assist users in completing several tasks [Cai *et al.* (2022)]. All the features provided by Apple Inc., specifically in MacBook, are designed to improve user experience by making sure the things needed are easier to find. This subsequently increases the perceived value of the products among consumers. Previous research showed that value could be perceived and experienced in terms of technological sophistication [Gibbs *et al.* (2016)], the attractiveness of functional attributes [Wilson *et al.* (2021)], and the peripheral attributes of technology [Barcelos *et al.* (2018)], leading to the creation of a consumption memory [Zollo *et al.* (2020)].

The memory was observed to serve as a resonating value to the targeted consumers. This was due to the fact that a good consumption experience could provide some chain effects. First, the distinctive and positive experience of a product can serve as the main reference point for repurchasing [Ho *et al.* (2020)]. Second, a positive experience can inspire a user to tell a wider audience of consumers about the product [Yoon *et al.* (2018)]. Third, a pleasant consumption experience can influence

shopping behavior [Shin*et al.* (2017)] and brand preferences [Junaid *et al.* (2020)]. Moreover, the crucial part of a positive consumer experience is perceiving the value of using a product [Tran *et al.* (2021)]. An example of this is the ergonomic value which can resonate with consumers expecting to experience such value. Resonance can occur after consumers interpret an object and spread their observations to others through interactions [McDonnell *et al.* (2017)]. The interpretation can be based on other people's references [Kim *et al.* (2018)], promotional exposure [Zhu *et al.* (2020)], direct experiences when using the product, or brand knowledge. Furthermore, this brand knowledge can be generated by evaluating the cognitive and affective elements attached to a particular brand. This simply means resonance can be produced from the evaluations and feelings of consumers about a product [Duman *et al.* (2018)]. Therefore, the assessment of the ease and safety of using new technology is expected to certainly increase the intention to use.

SDL was used in this research to further explain the functional value of resonance. This is due to the fact the framework states that products usually contain a value. The statement means a product only serves as an intermediary to deliver value and this indicates that a transaction process is beyond the exchange of more than goods during a transaction process [Vargo *et al.* (2017)]. Therefore, this research focuses on examining the process by which ergonomic functional value resonates with consumers through the term known as ergo-functional value resonance. This concept is defined as the process of resonating the ergonomic function's value of an interchangeable product. It has two dimensions which include convenience and usefulness.

The ergonomic function of a product can resonate with consumers for a variety of reasons. First, the willingness of consumers to share the knowledge of a product with others [Ho *et al.* (2011)]. Second, in the case of the MacBook, the ability of users to finish their work on time using the product. Third, the feeling of consumers that the product suits their identity [Jacob *et al.* (2020)], and, fourth, brand popularity [Yu *et al.* (2020)]. Furthermore, ergo-functional value resonance has the ability to increase consumers' understanding of product specifications [Crosno *et al.* (2021)], arouse curiosity about a product, and increase buying interest [Singh *et al.* (2022)].

2.2. *Perceived ease of use and ergo-functional value resonance*

Technology adoption is often hampered when individuals perceive difficulty in the complete usage of innovation. This challenge can be reduced through perceived ease of use. The concept was defined as the extent to which individuals feel using technology is easy [Wang *et al.* (2019)]. Individuals sometimes cannot avoid using new technology and this makes perceived ease of use very important. There are several reasons people use new technology and these include intrinsic gains such as usability and ease of use or extrinsic benefits like pleasure [Vahdat (2020)].

Significant attention was observed to have been placed on the impact of perceived ease of use on technology adoption in the field of management. This is evidenced by the existence of research on the effect of perceived ease of use on the use of intelligent digital voice technology [Fernandes *et al.* (2021)], mobile wallet technology [Singh

et al. (2020)], and online travel services [Zhu *et al.* (2022)]. The findings showed that users feel that the concept made it easy to use new technology. This perception, coupled with the experience of using the product and exposure to information from other users, can resonate with consumers. The trend showed that resonance is a community component relying on engagement actions taken by active consumers to spur the interest of others in a product [Ambedkar *et al.* (2018)]. The perceived ease of use of a product plays a crucial role in enhancing consumer involvement and resonating its functional value among others. This means the resonance of a product's functional value can be attributed to how users perceive its convenience. When users perceive a product as easy to use, they are more likely to engage in functional value resonance. This phenomenon led to the development of the following hypothesis to explore the relationship between perceived ease of use and ergo-functional value resonance:

H1: Perceived ease of use has a positive effect on ergo-functional value resonance.

2.3. *Ergo-functional value resonance and intention to use*

Consumer behavior was observed to have changed greatly over time because of the intention to use new technology. A motive to act was discovered to have an influence on the behavior of consumers, even during the process of evaluating products. This is because consumers do not evaluate products only through their independent minds but also based on the experiences shared by others [Evelina *et al.* (2020)]. Moreover, advertising and exposure to the features can affect product evaluation and choice. These trends showed that referral by people, advertisements, and exposure to features influence the perception of consumers about the value of a product.

The interactions between customers about a product were reported to be the foundation of the sharing of the inherent value with the public [Barile *et al.* (2014)], thereby, leading to the formation of emotional engagement [Payne *et al.* (2008)]. These interactions can occur on social media, through review columns on sales websites, or in face-to-face meetings with colleagues or family. This trend shows that customers obtain information about the value of a product not only from the company but also from other consumers and the media. The resonance of the value possessed by a product was observed to have an influence on the preferences, attachments, and perceptions of the consumers [Duman *et al.* (2018)]. Moreover, repeated resonance was indicated to have the ability to enhance the knowledge of a product by consumers, and this can further lead to the development of an intention to use. This explanation led to the formulation of the following hypothesis:

H2: Ergo-functional value resonance has a positive effect on the intention to use.

2.4. *The moderation effect of ergo-functional value resonance*

Customers are increasingly involving technology in several activities [Fernandes *et al.* (2021)]. The quick adoption of technology is based on the belief that technology has the ability to facilitate the easy completion of work. This means the perception of

the ease of using new technology is one of the factors influencing the adoption of technology by customers [Swani (2020)]. The other important factors include the availability of facilities and infrastructure as well as the affordability of the technology. Previous research showed that perceived ease of use had the ability to increase interest to use [Singh *et al.* (2020)], work productivity [Okazaki *et al.* (2019)], and attitudes to using technology [Vahdat (2020)]. The concept was further explained as the degree to which users subjectively feel that effort is required to use a particular system [Zhu *et al.* (2022)]. It was defined in this research as the perception of the ease associated with using an Apple laptop, specifically a MacBook.

Perceived ease of use was reported to play an important role in the decision to use a technology product. It was also observed to serve as the originator of customer attitudes [Zhong *et al.* (2022)] and has the ability to improve the quality of the resonance associated with the functional value of a product. Another research showed that value resonance could connect a product with consumers on a deeper level [Osorio *et al.* (2022)]. This was because strong resonant quality allowed consumers to be confident about a product. It is common knowledge that technology products have the ability to raise certain concerns among users. This can be observed from the consumers' doubt in their ability to use a new technology or the uncertainties related to its usefulness. However, these doubts can disappear with the resonance of strong functional values, thereby leading to an interest in the usage of these products. This led to the formulation of the following hypothesis concerning the factor mediating the relationship between perceived ease of use and intention to use:

H3: Ergo-functional value resonance mediates the influence of perceived ease of use on intention to use.

2.5. *Ergo-functional value resonance and brand congruence*

Product value can be echoed on social media by influencers who share content based on their special interests and skills such as cooking, sports, and daily tips on different platforms including YouTube, Instagram, and TikTok [Weismueller *et al.* (2020)]. Information on products can be shared by these influencers on their social media channels with the support of the company. The strength of the relationship between influencers and the products endorsed was observed to heavily depend on the alignment between the two, thereby influencing the extent of their suitability as brand advocates [Kim *et al.* (2020)]. This can further provide customers with valuable insights into the suitability of the endorsed products with their personality.

The principle of congruence indicates that customers often seek out information relating to their personalities. The information can be in the form of product attributes [Schlesinger *et al.* (2020)], consumer preferences [Gong *et al.* (2021)], or brand values [Gupta *et al.* (2020)]. Meanwhile, every consumer has a unique experience with a product. When their experience aligns with their personalities and needs, they feel a sense of resonance and perceive the product as a reflection of themselves. This simply means a product that holds a value corresponding to the

personalities of the consumers is usually considered a perfect fit. Moreover, the continuous and repeated encounters of consumers with information from influencers, social media, and other customers emphasizing the value of a product that matches their personalities can enhance the brand's alignment with the product. This led to the proposition of the following hypothesis:

H4: Ergo-functional value resonance has a positive effect on brand congruence.

2.6. *Perceived brand authenticity and brand congruence*

The concept of brand authenticity is growing rapidly in terms of both definition and conceptualization [Hernandez-Fernandez and Lewis (2019)]. It has been mentioned in several research studies such as those related to the effectiveness of Facebook advertising [Safeer *et al.* (2022)], big data analytics [Shirdastian *et al.* (2019)], and computers [Sutherland (2020)]. Brand authenticity was expressed through the continuity, originality, and reliability of a brand [del Barrio-García and Prados-Peña (2019)] with the aim of exploiting the consumer value embedded in authenticity [Ye *et al.* (2018)]. This concept was defined in this research as the degree to which consumers believe a brand is authentic. It was considered important due to its ability to influence consumer behavior [Safeer *et al.* (2023)].

Brand authenticity was found to be influencing the relationship between consumers and products [Kim *et al.* (2016)] as well as brand differentiation [Safeer *et al.* (2022)]. This was due to the possibility of consumers feeling the authenticity of a product during the first of being exposed to the product. Moreover, Manthiou *et al.* [2018] found the influence of brand authenticity on lifestyle congruence. This lifestyle congruence concept was derived from brand congruence and defined as the ability of a brand to uniquely adapt to the personality of an individual [Ekincia *et al.* (2017)]. Meanwhile, brand congruence was defined as the situation where consumers develop a favorable attitude towards a brand that closely matches their self-concept. The existence of high similarity between brands was reported to have led to a reduction in consumer engagement and satisfaction [Abosag *et al.* (2020)]. In contrast, a product with brand authenticity could create a special and unique impression on consumers. This could make the consumers feel the appropriateness of the impression as well as the reflection of their personalities in the products. Therefore, the following hypothesis was proposed:

H5: Perceived brand authenticity has a positive effect on brand congruence.

2.7. *Brand congruence and intention to use*

The determination of the drivers influencing the intention to buy or use a product or service was identified as the key concern in developing a strategy from a consumer marketing perspective. The solution to this problem was found to be based on the power of value in SDL theory [Vargo *et al.* (2004)] as well as the value congruity in self-congruence theory [Kuo *et al.* (2015); Sirgy (1982); Sirgy *et al.* (2008)]. From the SDL perspective, the configuration of value by a certain level of authentication

[Chen *et al.* (2020)] attracts consumers to consume a product or service. The ability of the value consumption to provide a certain contribution to the consumer can lead to the formation of a specific consumption memory [Fonseca *et al.* (2020)] and subsequently brand congruity [Vargo *et al.* (2004)]. Therefore, the value of the product and the brand, powered by a certain level of authentication and well-formulated resonance, could be considered the primary drivers of brand congruity.

There is a possibility of value congruity occurring when a value is added or attached to the configuration process of a product or service equipped with high authenticity and well-resonated functionality [Gao *et al.* (2020)]. Moreover, brand value congruence is usually created when there is a pool of emotional congruity attached to a brand, leveraged by the power of well-resonated functionality. This concept was explained as the specific consumption memory considered to be congruent with a consumer [Fonseca *et al.* (2020)]. The phenomenon showed that brand value congruence mirrors emotional attachments created by the functionality of the brand value in line with the desire and things admired by consumers [Japutra *et al.* (2019)]. Therefore, this research postulated that an inner autonomous motive can be created in the mind of consumers when a brand makes an effort to enhance their emotional attachment to its values, thereby leading to the maintenance of sustainability, conceptualized as brand value congruence.

As previously mentioned, brand value congruence is an emotional attachment in consumers based on the ability of a brand to successfully develop value authenticity and the resonance of the functional value attached to a product or service. This congruency can drive consumers to search for and experience a product in the marketplace, reflecting their eagerness and loyalty. The emotional attachment to a product or service has the capacity to cause an impulsive or compulsive consumption decision [Japutra *et al.* (2019)]. This led to the formulation of the following hypothesis:

H6: Brand congruence has a positive effect on the intention to use.

2.8. *Perceived brand authenticity and ergo-functional value resonance*

In today's complex and technologically advanced society, consumers are actively searching for authentic brands and this has become one of the cornerstones of contemporary marketing [Alexander *et al.* (2022)]. In the realm of technology products, authenticity is gauged by the degree to which a brand possesses distinguishing features [in the form of software or hardware] that provide advantages over competing brands within the same product category. Consequently, brand authenticity serves as a distinctive symbol of innovative technology that sets a brand apart. In essence, it can be viewed as a brand symbol that significantly influences customer motivation to engage with and consume the product [Zhang *et al.* (2021)]. Previous research studies have shown its influence on individual behavioral intentions regarding brands [Safeer *et al.* (2022)], engagement behavior [Kumar *et al.* (2022)], and brand equity [Shi *et al.* (2022)]. Brand equity represents a resonating attribute derived from the functional value of a product, deeply ingrained in the minds of customers.

The alignment of customers with the values of a brand was found to facilitate easy brand resonance, leading to subsequent referrals to others [Zhang *et al.* (2021)]. The resonance was obtained from the community, advertisement, and friends or relatives using the brand. Moreover, resonance could be based on the authenticity of the brand in addition to the frequent exposure to information. This was due to the fact that a product with good authenticity usually has the ability to increase the resonance of its functional value. Furthermore, the functional values embedded in the memory of consumers can be those resonated by the products. This understanding led to the formation of the following hypothesis to connect perceived brand authenticity to ergo-functional value resonance:

H7: Perceived brand authenticity has a positive effect on ergo-functional value resonance.

3. Research Method

3.1. *Sample and data collection*

The model developed was tested through a survey conducted on Instagram. The selection of Instagram was due to its ranking as one of the most powerful social media platforms [Yu *et al.* (2020)] and the opportunity provided to target a range of respondents with specific needs [Conti *et al.* (2020)]. The focus was on the users of MacBook laptops considered to be stigmatized because Apple Inc. products usually have a limited level of flexibility with other devices while portable computers from other manufacturers offer universal data transfer, storage, and device accessories.

The link to the questionnaire used for the survey was embedded in the posts on Instagram due to the prevalence of the COVID-19 pandemic which limited the chances of distributing directly to the respondents. The questionnaire was designed using Google Forms, which was preferred because it is easy to use and free [Scarlett *et al.* (2021)]. Moreover, the samples used were selected using a non-probability technique in the form of purposive sampling and based on certain inclusion criteria which include the users of Apple MacBook throughout Indonesia with a minimum age of 17 years. Data were collected for more than a month and a total of 624 respondents filled out the e-survey but only 352 met the inclusion criteria and fit the minimum number of sufficient samples set at 300 [Hair *et al.* (2019)]. The questionnaire contained a statement to ascertain the fit of the respondents to the stipulated criteria.

The data retrieved showed that 195 respondents were male and 157 were female. They were further classified based on the hours of using their MacBook laptops in a day and a total of 266 respondents (75.6%) used the system for more than 3 h while the remaining 86 (24.4%) used it for less. In terms of age, 265 (75.3%) were between 17 and 36 years old while 87 (24.7%) were older than 36. Given that Apple Inc. has a fairly complete ecosystem with hardware in the form of mobile phones, smartphones, watches, and other advanced devices, the respondents were also categorized based on the ownership of other Apple devices and the results showed that a total of 315 (89.5%) used other devices while the remaining 37 (10.5%) only used MacBooks.

3.2. *Measurement*

All the items in the survey were presented using the anchoring technique, which allows data to be shown in the form of intervals [Nunnaly *et al.* (1994)]. The response to each item was based on a scale from 1 (strongly disagree) to 10 (strongly agree). Moreover, the measurements used in several previous research were adopted. For example, the perceived ease of use was measured using items such as the product is easy to learn, does not require much effort to use, is simple to use, and has a guide that is easy to follow [Vahdat (2020)]. The intention to use was measured using items such as "always wanted to try the product, had searched for information about it, had compared it with other brands, and planned to use the product frequently" [Balasubramanian and Lingam (2017)]. Meanwhile, the perceived brand authenticity was evaluated based on four dimensions including originality, naturalness, integrity, and continuity [Carsana *et al.* (2018); Charlton *et al.* (2019)], and brand congruence was measured using items such as brand image suits the respondent's personality, the logo raises prestige, and after-sales service is provided as required [Yuan *et al.* (2016)]. Furthermore, a new concept, ergo-functional value resonance, was introduced in this research with two dimensions including ergo-functional value convenience and ergo-functional value usefulness. The ergo-functional value convenience dimension was measured by items such as "the laptop size fits the size of the respondents' hands and the keyboard and trackpad are comfortable to use" while the ergo-functional value usefulness dimension was measured using items such as "the product fulfills the respondents' needs and helps them get their work done quickly".

4. Findings and Discussion

The model developed was tested using structural equation Modeling [SEM] through AMOS 23 software. This technique was selected because it has a higher flexibility for the development of theories [Sardana *et al.* (2020)] and also has a framework to combine confirmatory factor, path, and regression statistical analyses [Papasolomo (2020)]. Moreover, the instrument used to collect data was tested for validity and reliability. The validity aspect was used to determine the extent to which the observations accurately record the behavior being studied while reliability focused on the consistency of observations by ensuring those with similar attributes but different opportunities achieve the same results [Sekaran *et al.* (2016)].

The validity and reliability of the constructs were analyzed using lambda, CRI (construct reliability), and AVE (average variance extracted). The summary of the results presented in Table 1 showed that the CRI and AVE values met the criteria, CRI > 0.7 and AVE > 0.5 [Hair *et al.* (2011)]. This was indicated by the fact that the AVE value for the perceived ease of use variable was 0.509, the ergo-functional value resonance variable had 0.523, the perceived brand authenticity variable had 0.627, the brand congruence variable was 0.611, and the intention to use variable was 0.575. The CRI value for perceived ease of use was recorded to be 0.805, ergo-functional value resonance was 0.840, perceived brand authenticity was 0.820, brand congruence was 0.834, and intention to use was 0.862. This means the indicators used were valid and reliable.

Table 1. Measurement of validity and reliability.

Variables and Items	Reference	Std. Loading	Critical Ratio
Perceived Ease of Use (*AVE=0.509*; *CRI=0.805*)	[Vahdat (2020)]		
It was easy for me to learn how to use an Apple MacBook		0.646	10,812
Using an Apple MacBook doesn't require a lot of physical effort		0.656	10,966
The Apple MacBook is easy to use		0.817	13,218
The guide to using the Apple MacBook is easy to follow		0.732	13,218
Ergo-Functional Value Resonance (*AVE*=0.513; *CRI*=0.840)	[McDonnell *et al.* (2017); Ambedkar *et al.* (2018)]		
Ergo-Functional Value Convenience			
The size of the Apple MacBook fits the size of my hands		0.669	10,798
The Apple MacBook keyboard is comfortable to use		0.781	10,798
The Apple MacBook trackpad is comfortable to use		0.696	10,183
Ergo-Functional Value Usefulness			
The Apple MacBook is useful because it fulfills my needs		0.682	9,286
The Apple MacBook helps me get my work done fast		0.748	9,286
Perceived Brand Authenticity (*AVE*=0.534; *CRI*=0.820)	[Carsana *et al.* (2018); Charlton *et al.* (2019)]		
The Apple MacBook features the latest technology		0.684	12,244
The Apple MacBook has a simple design		0.809	12,244
The Apple MacBook has typical applications		0.753	11,678
The Apple MacBook takes into account consumer needs		0.668	10,593
Brand Congruence (*AVE*=0.627; *CRI*=0.834)	[Yuan *et al.* (2016)]		
The Apple MacBook brand image matches my personality		0.730	13,726
The Apple product logo enhances my prestige		0.847	14,847
The after-sales service for my Apple MacBook is in accordance with my needs		0.794	14,847
Intention to Use (*AVE*=0.611; *CRI*=0.862)	[Balasubramanian and Lingam (2017)]		
I always wanted to try an Apple MacBook		0.786	15,669
I search for information about the Apple MacBook		0.831	15,669
I compare Apple MacBook laptops to other brands of laptops		0.770	14,450
I plan to use my Apple MacBook as much as possible		0.736	13,726

The validity and reliability determination was followed by the testing of the hypotheses based on the criterion that a significant regression relationship existed when the value of CR > 2 [Arbuckle (2016)]. The results showed that all the seven hypotheses proposed were accepted as indicated in Table 2. The chi-square value was

Table 2.   Hypothesis testing criteria.

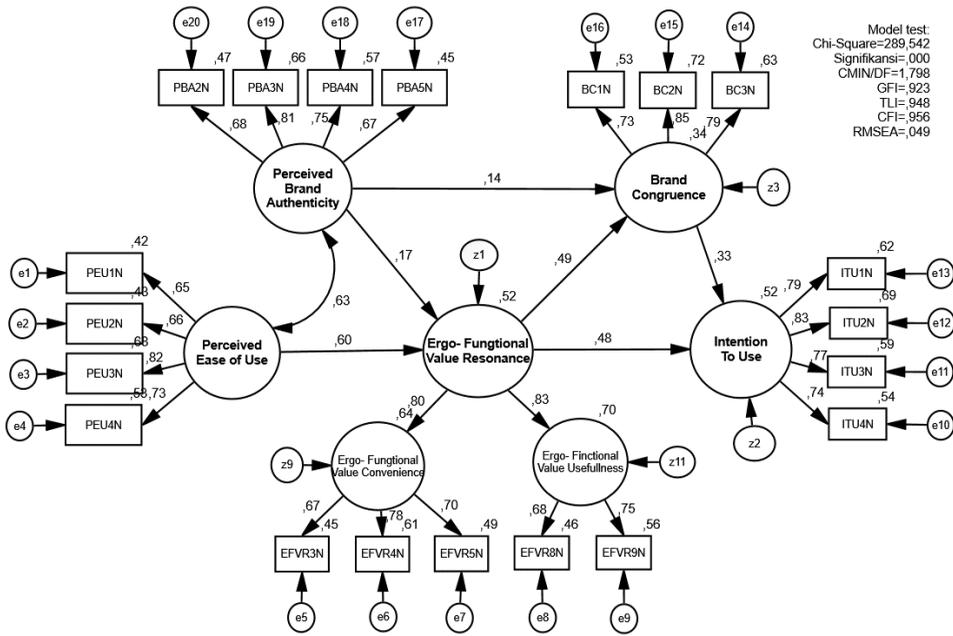|	Hypothesis Variable	Standard Estimates	Estimates	CR	P	Conclusion
H1	Perceived ease of use has a positive effect on ergo-functional value resonance	0.719	0.541	8,731	***	Supported
H2	Ergo-functional value resonance has a positive effect on the intention to use	0.468	0.609	5,586	***	Supported
H3	Ergo-functional value resonance mediates the relationship between perceived ease of use and intention to use	Partial mediation with Baron and Kenny [1986] procedures.				
	THAT PEOU[	0.537	0.532	8,279	***	Supported
	PEOU[EFVR	0.670	0.531	8,184	***	Supported
	THAT EFVR[	0.615	0.824	7,034	***	Supported
	PEOU[IT [m]	0.225	0.220	2,374	0.018	Supported
H4	Ergo-functional value resonance has a positive effect on brand congruence	0.473	0.600	5,360	***	Supported
H5	Perceived brand authenticity has a positive effect on brand congruence	0.170	0.192	2,342	0.019	Supported
H6	Brand congruence has a positive effect on the intention to use	0.341	0.349	4,787	***	Supported
H7	Perceived brand authenticity has a positive effect on ergo-functional value resonance	0.174	0.154	20,001	0.045	Supported
	Goodness-of-fit test		Cut-off value		Result	Conclusion
	Chi-square		192,700		289,542	Rejected
	Significance		0.05		000	Rejected
	GFI		0.90		0.923	Fit
	CFI		0.95		0.956	Fit
	TLI		0.90		0.948	Fit
	RMSEA		0.06		0.049	Fit

Fig. 1.   Full structural model: Ergo-functional value resonance.

found to be 293,482 and this was higher than the smallest chi-square with a df of 162 (5%) observed to be 192,700 at a significance level of 0.00. This value did not match the required cut-off and this means the model was not suitable for statistical tests. However, the non-statistical index measures such as GFI, AGFI, CFI, TLI, and RMSEA had good results with GFI (0.923), CFI (0.956), TLI (0.948), and RMSEA (0.049), thereby, indicating the model was good. This led to the development of the structural equation model using AMOS 23 in Fig. 1.

Ergo-functional value resonance was introduced in this research to function as the mediating variable in order to fill the research gap identified in the relationship between perceived ease of use and intention to use. The process involved applying the procedure used by Baron and Kenny [1986] to test the mediation hypothesis. The results presented in Table 2 showed that ergo-functional value resonance partially mediated the relationship between perceived ease of use and intention to use. This was indicated by the decrease in the magnitude of the regression from 0.573 to 0.225 with a sufficient level of significance (CR = 2,374). Therefore, Hypothesis 3 was also accepted.

5. Conclusions and Implications

In conclusion, perceived ease of use was discovered to have the capacity to facilitate technology acceptance [Wu and Chen (2017)], thereby increasing the interest to use. Moreover, the first hypothesis developed on the effect of perceived ease of use on ergo-functional value resonance was accepted. This was in line with the findings of previous research that perceived ease of use increased the consumer's sense of

closeness to a product [Vahdat (2020)] and this made the consumers echo its benefits [Ambedkar *et al.* (2018)]. Furthermore, consumers who feel using a product does not require much effort usually find it easier to recognize and appreciate the functional value, thereby leading to a closeness to the brand and motivating the need to resonate such value. These results serve as evidence that perceived ease of use can increase ergo-functional value resonance.

The novelty of this research was the examination of the relationship between ergo-functional value resonance and intention to use as indicated in the second hypothesis which was also accepted. The results showed that consumer experience resonated and increased the interest to use technology. The resonance consumers received from other people was observed to have generated an interest in using the product [Duman *et al.* (2018)]. This was further combined with the functional value experienced during the usage of the product which led to more resonance. A concept known as co-creation experience has been developed in relation to consumers [Pourjahanshahi *et al.* (2023)] and it was used to explain the process where consumers create values with a company. The ergo-functional value resonance showed that the involvement of consumers in value resonance increased the interest in using new technology. This was found to have a ripple effect on brand alignment [Gupta *et al.* (2020)] as indicated by the acceptance of the third hypothesis. The phenomenon showed that consumers felt comfortable with the product after receiving resonance about its superiority. Furthermore, the fourth hypothesis regarding the relationship between perceived brand authenticity and brand suitability was also accepted. This was confirmed by the fact that the customers felt aligned with the brand when its perception of authenticity was firmly entrenched in their minds.

The fifth hypothesis developed on the relationship between perceived brand authenticity and ergo-functional value resonance was accepted because consumers' perception of brand authenticity was able to increase their interest in resonating with the benefits of the product. Moreover, a product with high authenticity appealed to the consumers, thereby creating an emotional and psychological attachment and increasing the resonance of its benefits [Jang *et al.* (2020)]. The results also showed that the sixth hypothesis regarding the relationship between brand alignment and interest to use was accepted. This was associated with the influence of brand alignment on consumers' emotions when making decisions to use products [Japutra *et al.* (2019)]. The observation simply indicated the importance and strength of brand alignment in increasing the intention to use.

These results were used to provide some practical insights for entrepreneurs and managers of technology companies. First, it is necessary to implement strategies to increase resonance in order to ensure consumers have the intention to use technology products. This can be achieved by promoting these products in the media in line with the target market. For example, technology products designed for young people can be promoted on social media such as Instagram and Facebook. Influencers can also be used to increase the resonance of product benefits. Second, the resonance was observed to be generated by perceived brand authenticity. This means companies need to innovate by creating products with unique value because authenticity is usually determined by the difficulty in imitating the concept. Technology companies

that rely on sophistication and ease of use need to think about the implementation of the latest applications in their products.

This research also contributes to the SDL perspective, which views products as vehicles for exchanging value, specifically the functional value provided. The result that ergo-functional value positively influenced the intention to use has significant implications for SDL. This was due to the fact that value resonance, observed in the use of a product, can be analyzed from an SDL standpoint and applied as a variable to enrich the perspective. In this context, ergonomic functional value is particularly relevant. As commonly understood, SDL emphasizes the process of value co-creation involving all relevant actors. Therefore, the presence of ergo-functional value resonance logically acts as a mediator between perceived ease of use and the intention to use, as the functional value created emerges through the collaborative nature of value resonance.

6. Limitations and Future Research

This research was observed to have several limitations. First, only one brand of a technology company was used and this means future research should investigate more brands. Second, this research used a sample located in one geographic area, namely Indonesia, and this indicates the need to use a wider geographic area in other research. Furthermore, the focus was only on how perceived ease of use can increase intention to use technology through the SDL approach. There is a need to add dynamic capability and resource-based perspectives to explain the dynamics of the rapidly changing technology industry and how companies are using resources to gain market share. Moreover, considering that investigations into the resonance of product use value remain in the field of marketing research, future research should add other relevant values such as the hedonic value [Lavuri *et al.* (2022)] and enjoyment value [Konietzny *et al.* (2018)] of using technology products.

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