



The Impact of Hedonic Motivation, Price, Information and Trust on Tokopedia Purchase Intention

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Abstract. The Covid-19 pandemic has changed human behavior and habits. The development of technology has had a lot of positive impacts that make it easier for people's lives to shop online to meet the needs of life. Tokopedia is one of the trending online shopping platforms and is most in demand by the people of Surabaya during the Covid-19 pandemic where the highest number of engagements on Facebook and Twitter social media is 146,427. This study aims to determine the effect of hedonic motivation, price, information and trust on online purchase intention on Tokopedia consumers in Surabaya. The causal research-based research was tested empirically using questionnaire data totaling 150 respondents. This research was analyzed using SEM (Structural Equation Modeling) with SPSS 25 software and AMOS 22 software. The results showed that hedonic motivation, online price, and online trust affect the intention to purchase online, then online price affects hedonic motivation, and access to online information affects online trust. The lastly, access to online information has no effect on the intention to purchase online.

Keywords: Hedonic Motivation · Online Price · Access to Online Information · Online Trust · Online Purchase Intention

1 Introduction

The Covid-19 pandemic is an unexpected condition that requires people to limit all activities outside the home and has indirectly given rise to new habits for people around the world. Starting from small habits carried out in everyday life to habits that change people's lifestyles. The impact of the pandemic on business and consumer behaviour is significant [1].

Digitalization has changed consumption patterns and created new habits by changing people's online buying behaviour. Companies must be able to adapt in response to consumers with this new consumption pattern in order to survive and compete with other companies. In the 4.0 era, technological developments have experienced very rapid development and played a very important role during the Covid-19 pandemic. The development of technology has had a lot of positive impacts that make people's lives easier, including online shopping. SIRCLO and Katadata Insight Center (KIC) explained that the pandemic made 17.5% of offline consumers start trying to shop online [2].

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W. R. Murhadi et al. (Eds.): INSYMA 2023, AEBMR 256, pp. 279–284, 2024.

https://doi.org/10.2991/978-94-6463-244-6_43

The presence of e-commerce makes people's interest in shopping online continue to increase because it is practical and accessible. Buyers and sellers do not need to meet, so it is more efficient in terms of time and energy. Indonesia is ranked first as the country with the biggest e-commerce users in the world, which is 88.1% of the population [3].

In the era of digitalization, businesspeople adapt and compete to offer good products and services through e-commerce. One of the e-commerce that is in great demand by the public is Tokopedia. Tokopedia is ranked first as the e-commerce site with the highest social engagement on Facebook and Twitter social media with the highest number of engagements at 146,427 [4]. The ease of searching for information and the use of Tokopedia are important factors in making decisions to shop online. Information can be in the form of many categories of product/service choices, prices, brands, quality, specifications, and delivery of the best, fastest and most complete. A study has been done to know how hedonic motivation, price, information, and trust towards online affect the intention to purchase online in consumers who have made an online purchase through e-commerce sites in Portugal [5–8].

Hedonic motivations are defined as consumption behaviours with a view to happiness, fantasy, enjoyment, entertainment and pleasure in the act of purchase [4, 5]. Online prices are defined as the important extrinsic value of product quality where price and product quality has a positive relationship [4, 5]. Access to Online Information is defined as detailed product or service information that leads to better purchases by reducing search time [9].

Online trust is defined as the belief that a business partner's promise or words are guaranteed, and the business partner will fulfil the obligations attached to the sale and purchase transaction [5, 10]. Intention to purchase online is defined as the consumer's desire to maintain a stable relationship in the future where they engage in re-visit or purchase behaviour online products or services by using the company's website as an alternative to first choice [5].

This research is interesting to be conducted on Tokopedia consumers in Surabaya to find out whether the variables hedonic motivation, access to online information, online price, and online trust affect the intention to purchase online on consumers Tokopedia in Surabaya.

2 Methods

Based on its type, this study is included in the causal research category, where this study aims to identify cause-and-effect relationships between variables. The approach in this study uses a quantitative approach where the collection and processing of data produces numbers with the survey method. Data collection techniques use the method of distributing questionnaires online or online surveys. This study consists of two exogenous variables, namely online prices and access to online information and three endogenous variables, which consist of hedonic motivations, trust, and intention to purchase online. The data source used in this study is a primary data source where data is obtained directly from respondents by distributing online-based questionnaires. The target respondents in this study are users of the Tokopedia e-commerce application and have made online purchases through Tokopedia for the past year, are domiciled in Surabaya, aged 18 years

and over, have a minimum high school/vocational school education equivalent, and ask about the respondent's profile which includes gender, age, respondents' last education, average use of the Tokopedia e-commerce application for one month, the average expenditure for one month when shopping through Tokopedia e-commerce application, as well as the assessment of exogenous variables and endogenous variables. The level used for all variables in this study is the interval measurement level using writing based on a numerical scale. Respondents gave an assessment of the statement to be measured based on a numerical scale with 5 levels. The number of respondents required in this study is at least 150 respondents because this study has 5 variables in 1 research model [11]. This study was processed using data from 150 respondents. In this study, the data was processed using the Structural Equation Modeling method using AMOS 22 software. Data processing first uses SPSS 25 software to test the reliability and validity of each statement.

3 Results and Discussion

All data amounted to 150 respondents with male gender totalling 70 respondents and women totalling 80 respondents. Most respondents use the Tokopedia application 1–3 times a month, totalling 63 respondents with a dominant age range of 23 to 27 years and the last high school/vocational school education Equivalent to 78 respondents. The average respondent's expenses when shopping through Tokopedia is less than Rp. 500,000 in a month, amounting to 62 respondents.

The total data that was obtained from 150 respondents were then analyzed using SEM (*Structural Equation Modeling*) through two stages of testing. The first stage is to use a measurement model on the overall construct variables of each indicator using the *goodness-of-fit* index as in Table 1. All indices in the measurement model have met the criteria for the match test value so that it can be said to be a *good fit*, and the research can be continued to the next stage, namely *the structural* model. In structural model testing, *goodness-of-fit* index testing is again carried out. Table 1 shows the test results on the structural model:

After conducting a conformity analysis on measurement models and structural models, it will be continued with the hypothesis testing process. Testing was carried out to see how much significant the influence between variables was. Here are the results of the hypothesis testing (Fig. 1):

Table 1. Goodness-of-Fit

No	Index	Criterion	Result	Information
1	CMIN/DF	≤ 3	1,622	Good fit
2	RMSEA	$\leq 0,08$	0,065	Good fit
3	GFI	$\geq 0,8$	0,859	Marginal fit
4	CFI	$\geq 0,8$	0,953	Good fit
5	TLI	$> 0,8-0,9$	0,944	Good fit

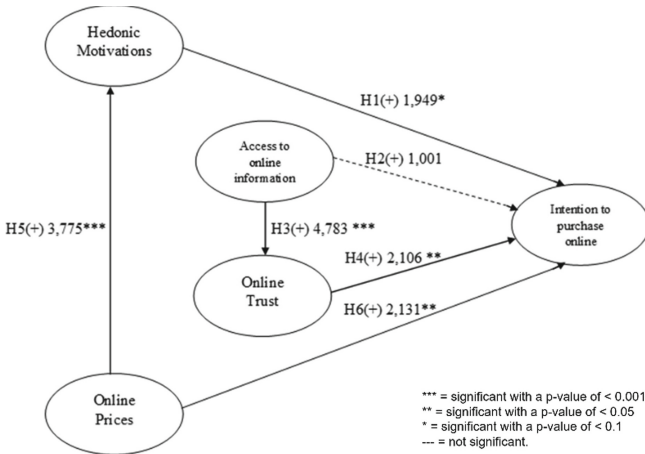


Fig. 1. Hypothesis test result model

The result of this study is the positive influence of hedonic motivations on the intention to purchase online, with the results showing a standardized estimate value of 0.256 and a critical ratio of 1.949 and a p-value of 0.051 (*), so H1 in this study is supported. Access to online information has no effect on the intention to purchase online, with the results showing a standardized estimate value of 0.142 and a critical ratio of 1.001 and a p-value of 0.317 so that H2 in this study is not supported because the critical ratio value does not meet the significance requirements where the value of $|C.R.| < 1,645$ and $p\text{-value} > 0,1$.

In this study, it was found that access to online information had a positive effect on online trust with a standardized estimate value of 0.595 and a critical ratio of 4.783, and a p-value of 0.001 (***), so H3 in this study is supported. Online trust has a positive effect on the intention to purchase online, with results showing a standardized estimate of 0.288 and a critical ratio of 2.106 and a p-value of 0.035 (***) so that H4 on The study was supported.

Online prices have a positive effect on hedonic motivations, with results showing a standardized estimate of 0.464 and a critical ratio of 3.775 and a p-value of 0.001 (***), so that H6 in this study supported. Online prices have a positive effect on the intention to purchase online, with results showing a standardized estimate of 0.262 and a critical ratio of 2.131 and a p-value of 0.033 (***) so that H6 on this study was supported.

Hedonic motivations have a positive effect on the intention to purchase online. Motivation or encouragement from the closest people is very important to support consumers in shopping online through Tokopedia. Large discounts could encourage Surabaya consumers to make purchases online through Tokopedia since H4 is supported. Surabaya consumers find the same products and the same quality at a lower price when shopping online through Tokopedia (Table 2).

Table 2. Hypothesis Test Results

No	Hypothesis	Standardized Estimate	C.R.	p-value	Information
1	H1 (+)	WORD → INT	0,256	1,949	0,051
2	H2 (+)	AOI → INT	0,142	1,001	0,317
3	H3 (+)	AOI → OTR	0,595	4,783	***
4	H4 (+)	OTR → INT	0,288	2,106	0,035
5	H5 (+)	OPR → MOT	0,464	3,775	***
6	H6 (+)	OPR → INT	0,262	2,131	0,033

Note: *** = significant at p-value < 0,001; MOT (Hedonic Motivations); AOI (Access to Online Information); OTR (Online Trust); OPR (Online Prices); INT (Intention to Purchase Online)

4 Conclusion

Based on the data that has been processed and the results of research that has been carried out, there is 1 hypothesis that is not supported. Based on the results of existing research and conclusions, recommendations can be put forward for e-commerce managers. E-commerce is expected to improve the balance between good product quality and product prices that can be reached by consumers and continue to present complete information and higher quality so as to be able to increase consumer confidence to continue using e-commerce. The existence of the right digital marketing strategy in promoting trust can also minimize consumers' fear of fraud and the risk of loss, which will then influence consumers to make purchases online through e-commerce.

This research has several limitations that can affect the results of the study. These limitations could be an opportunity for future researchers. This research can examine various other e-commerce objects such as TikTok Shop, Shopee, Lazada, Blibli, and Bukalapak for further research. This research can be expanded by distributing questionnaires thoroughly to several regions in Indonesia because this study is limited to respondents who come from Surabaya. Further research should also be able to compare several considerations according to research variables when shopping online using e-commerce with shopping at physical stores.

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