



The influence of hedonic motivation, price, information, and trust on online purchase intention for Tokopedia consumers in Surabaya

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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. Lastly, access to online information does not affect the intention to purchase online.

Keywords: hedonic motivation, online price, access to online information, online trust, online purchase intention

Introduction

The COVID-19 pandemic is an unexpected condition that requires people to limit all activities outside the home and has indirectly created new habits for people around the world. Starting from small habits carried out in everyday life to habits that change people's lifestyles. According to Donthu and Gustafsson (2020), the impact of the pandemic on business and consumer behavior is very significant.

Digitalization has changed consumption patterns and created new habits by changing people's purchasing actions online. Companies must be able to adapt in responding to consumers with this new consumption pattern to survive and compete with other companies. In the era of digitalization 4.0, technological development has developed very rapidly and has played an important role during the COVID-19 pandemic. The development of technology has many positive impacts that make people's lives easier, including online shopping to meet life's needs (Kompascom, 2020). SIRCLO and Katadata Insight Center (KIC) explained that the pandemic made 17.5% of offline consumers start trying to shop online (Sirclo, 2021).

The presence of e-commerce makes people's interest in shopping online continue to increase because it is practical, and easily accessible, buyers and sellers do not need to meet so it saves time and energy. Indonesia is ranked first as a country that uses e-commerce services in purchasing the highest number of products in the world, namely 88.1% in April 2021, where quite a lot of Indonesians use e-commerce as a means of purchasing products online (Katadata. 2021).

In the era of digitalization, business people adapt and compete to offer good products and services through e-commerce. One of the e-commerce sites that is in great demand by the public is Tokopedia (Nofian, 2022). Tokopedia ranks first as the e-commerce site with the highest social engagement on social media Facebook and Twitter with the highest number of engagements, namely 146,427 (iPrice. 2022). The ease of finding information and using Tokopedia is an important factor in making decisions to shop online (Enabrl, 2022). Information can be in the form of many categories of product/service choices, prices, brands, quality, specifications, the best, fastest and most complete delivery, and others.

Santo and Marques (2022) conducted a study that aims to determine how hedonic motivation, price, information, and trust online affect the intention to purchase online for consumers who have purchased online products through e-commerce sites in Portugal. In this study, there are differences in research results by (Li & Xie, 2021; Raman, 2019; Khare et al., 2020; Anindito & Handarkho, 2022).

Hedonic motivations are defined as consumption behavior with the intent for happiness, fantasy, enjoyment, entertainment, and pleasure in an act of purchase (Santo & Marques, 2022). Online prices are defined as an important extrinsic value of product quality where price and product quality have a positive relationship (Santo & Marques, 2022). Access to Online Information is defined as detailed product or service information that leads to better purchases by reducing search time (Salehi et al., 2012).

Online trust is defined as the belief that the promises or words of business partners are guaranteed and business partners will fulfill the obligations inherent in buying and selling transactions (Schurr & Ozanne, 1985; Santo & Marques, 2022). Intention to purchase online is defined as consumers' desire to maintain a stable relationship in the future where they engage in repeat visit behavior or purchase online products or services using the company's website as a first-choice alternative (Santo & Marques, 2022).

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

Based on the background of the problem, this research is a replication of the research model from Santo and Marques (2022), the hypothesis proposed is as follows:

H1: Hedonic Motivations have a positive effect on the intention to purchase online on Tokopedia consumers in Surabaya

H2: Access to online information has a positive effect on the intention to purchase online on Tokopedia consumers in Surabaya

H3: Access to online information has a positive effect on online trust for Tokopedia consumers in Surabaya

H4: Online trust has a positive effect on the intention to purchase online at Tokopedia consumers in Surabaya

H5: Online trust has a positive effect on hedonic motivations for Tokopedia consumers in Surabaya

H6: Online prices have a positive effect on the intention to purchase online for Tokopedia consumers in Surabaya.

Research Methodology

This research is a research that is included in the basic research category which is a replication of the journal (Santo & Marques, 2022; Li & Xie, 2021; Raman, 2019; Khare et al., 2020). Based on the type, this research is included in the causal research category where this research aims to identify causal relationships between variables. The approach in this study uses a quantitative approach where data collection and processing produce numbers with survey methods. The data collection technique uses the online questionnaire distribution method or online survey.

This study consists of two exogenous variables, namely online prices, and access to online information, and three endogenous variables consisting of hedonic motivations, online 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 in the past 1 year, domiciled in Surabaya, aged 18 years and over, have a minimum education of SMA / SMK Seder, and ask about the respondent's profile which includes gender, age, respondent's last education, average use of the Tokopedia e-commerce application for 1 month, average expenditure for 1 month when shopping through the Tokopedia e-commerce application, as well as an 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 numeric scale. Respondents provide an assessment of the statements to be measured based on a numeric scale with 5 levels.

The number of respondents needed in this study is at least 150 respondents because this study has 5 variables in 1 research model following the provisions set by (Hair et al., 2010:673). This research was processed using respondent data totaling 150 respondents.

In this study, the data were processed using the Structural Equation Modeling method using AMOS 22 software. Data processing first used SPSS 25 software to test the reliability and validity of each statement in the questionnaire using initial data from 30 questionnaires. The validity test on each indicator is declared valid if it shows the results of the Pearson correlation significance value smaller than 0.05 or $\alpha = 5\%$ (Hair et al., 2010: 126). The reliability of each construct can be measured using Cronbach's alpha value. All constructs can be used if the value of Cronbach's alpha > 0.7 (Hair et al., 2014: 605). Furthermore, researchers will use AMOS 22 software to carry out advanced data processing by testing the measurement model and structural model on data that has been obtained from 150 respondents.

Findings

The total data amounted to 150 respondents with 70 male respondents and 80 female respondents. Most respondents use the Tokopedia application 1-3 times a month, totaling 63 respondents with a dominant age range of 23 to 27 years and the last education of SMA / SMK Seder as many as 78 respondents. The average expenditure of respondents when shopping through Tokopedia is in the amount of <Rp 500,000 in a month, totaling 62 respondents.

All data that has been obtained from 150 respondents, was then analyzed using SEM (Structural Equation Modeling) through two stages of testing. The first stage is by using the measurement model or measurement model on the overall construct variable of each indicator using the goodness-of-fit index. The following are the results of the fit test on the measurement model:

Table 1. Goodness-of-Fit Measurement Model Test Results

No	Fit test	Criteria	Results	Description
1	CMIN/DF	≤ 3	1,570	Good fit
2	RMSEA	$\leq 0,08$	0,062	Good fit
3	GFI	$\geq 0,8$	0,865	Marginal fit
4	CFI	$\geq 0,8$	0,957	Good fit
5	TLI	$> 0,8 - 0,9$	0,948	Good fit

All indices in the measurement model have met the criteria for the fit test value so that it can be said to be a good fit and the research can proceed to the next stage, namely the structural model or structural model. In testing the structural model, goodness-of-fit index testing is carried out again. The following are the results of the fit test on the structural model:

Table 2. Structural Model Goodness-of-Fit Test Results

No	Fit test	Criteria	Results	Description
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

After analyzing the suitability of the measurement model and structural model, the hypothesis testing process will continue. Testing is done to see how much the level of

significance of the influence between variables. The following are the results of hypothesis testing:

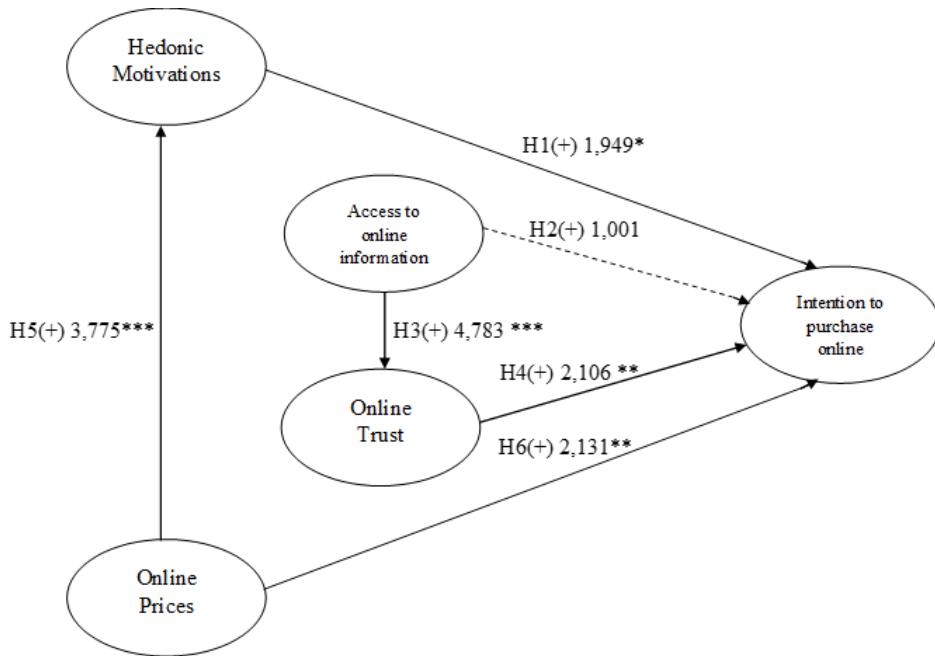


Figure 1. Model of hypothesis test results

Notes: Numbers indicate standardized estimate; dashed lines indicate the direction of the relationship is not supported; *** = significant with p-value < 0.001; ** = significant with p-value < 0.05; * = significant with p-value < 0.1.

Table 3. Hypothesis Test Results

No.	Hypothesis	Standardized Estimate	C.R.	p-value	Description
1	H1 (+) MOT → INT	0,256	1,949	0,051	Supported
2	H2 (+) AOI → INT	0,142	1,001	0,317	Supported
3	H3 (+) AOI → OTR	0,595	4,783	***	Not supported
4	H4 (+) OTR → INT	0,288	2,106	0,035	Supported
5	H5 (+) OPR → MOT	0,464	3,775	***	Supported
6	H6 (+) OPR → INT	0,262	2,131	0,033	Supported

Notes: *** = 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).

The results of this study are the positive effect of hedonic motivations on intention to purchase online with the results showing a standardized estimate value of 0.256, a critical ratio

of 1.949, and a p-value of 0.051 (*) so that H1 in this study is supported. Access to online information does not affect intention to purchase online with the results showing a standardized estimate value of 0.142, 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 $|C.R.|$ value < 1.645 and $p\text{-value} > 0.1$.

In this study, it is known that access to online information has a positive effect on online trust with a standardized estimate value of 0.595, 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 the results showing a standardized estimate value of 0.288, a critical ratio of 2.106, and a p-value of 0.035 (**) so H4 in this study is supported.

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

Santo and Marques' research (2022) states that 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 to shop online through Tokopedia. Santo and Marques' research (2022) states that access to online information does not affect the intention to purchase online for Tokopedia consumers in Surabaya. During the purchasing process, Surabaya consumers are less able to analyze information about the products offered by online stores on Tokopedia so they are less interested in making purchasing decisions.

Santo and Marques' research (2022) states that access to online information has a positive effect on online trust for Tokopedia consumers in Surabaya. Surabaya consumers show positive behavior, namely that the presentation of Tokopedia information is good enough, which makes Surabaya consumers use the Tokopedia application. Santo and Marques' research (2022) states that online trust has a positive effect on the intention to purchase online for Tokopedia consumers in Surabaya. Surabaya consumers feel that they have enough experience in shopping online so their trust is increasing to make online purchases through Tokopedia.

Santo and Marques' research (2022) states that online prices have a positive effect on hedonic motivations for Tokopedia consumers in Surabaya. Large discounts encourage Surabaya consumers to make online purchases through Tokopedia. Santo and Marques' research (2022) states that online prices have a positive effect on the intention to purchase online for Tokopedia consumers in Surabaya. Surabaya consumers find the same product and the same quality at a lower price when shopping online through Tokopedia.

Based on the data that has been processed and the results of the research that has been carried out, there is 1 hypothesis that is not supported. The following is a description of each hypothesis that has been specifically studied:

Hedonic motivations have a positive effect on the intention to purchase online for Tokopedia consumers in Surabaya.

1) Access to online information does not affect the intention to purchase online for Tokopedia consumers in Surabaya.

2) Access to online information has a positive effect on online trust for Tokopedia consumers in Surabaya.

3) Online trust has a positive effect on the intention to purchase online from Tokopedia consumers in Surabaya.

4) Online prices have a positive effect on hedonic motivations for Tokopedia consumers in Surabaya.

5) Online prices have a positive effect on the intention to purchase online for Tokopedia consumers in Surabaya.

Based on the results of existing research and conclusions, recommendations can be made 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 more complete and higher quality information so as to increase consumer confidence to continue using e-commerce (Amanusa et al., 2015). The existence of the right digital marketing strategy in promoting trust can also minimize consumer fears of fraud and risk of loss, which will then influence consumers to make online purchases through e-commerce.

Conclusions

This study has provided insights into factors influencing online purchasing intentions on Tokopedia, focusing on variables such as hedonic motivations, access to online information, online trust, and online prices. Most hypotheses were supported, except for the impact of access to online information on purchase intention. Findings highlight that hedonic motivations, online trust, and online prices significantly drive consumers' intentions to shop on Tokopedia. However, this study has some limitations. Firstly, it was conducted solely with respondents from Surabaya, which may limit generalizability across Indonesia. Future research could address this by including diverse regions. Additionally, this study focused on Tokopedia, but exploring other e-commerce platforms, such as TikTok Shop, Shopee, Lazada, Blibli, and Bukalapak, could provide broader insights. Lastly, further studies might compare online shopping through e-commerce with in-store shopping experiences to understand variations in consumer preferences across shopping channels. Based on these findings, e-commerce platforms are recommended to balance quality and affordability, enhance informational transparency, and implement digital marketing strategies to build trust and mitigate consumer concerns about potential risks associated with online shopping.

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