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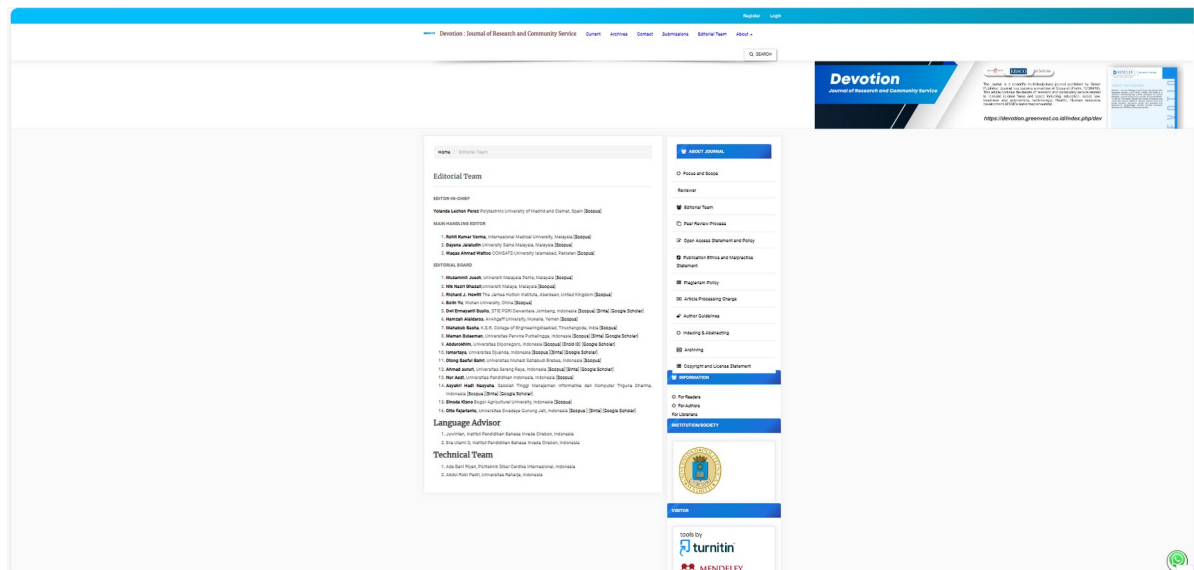
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The Influence of Hedonic Motivation, Perception of Online Prices, Access To Information, And Online Trust Towards Attitude And Purchase Intention on E-Commerce Platform

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Abstract

This research is aimed to analyze the influence of hedonic motivation, perception of online prices, access to information, and online trust towards attitude and purchase intention on e-commerce platform. This study used primary data in the form of questionnaires from 190 respondents which were distributed non-probabilistically to consumers who used e-commerce services more than three times in the last 6 months in the period October-November 2023. Hypothesis was analyzed with SEM using AMOS 21. Research finding shows that hedonic motivation, perception of online prices, access to information have positive effect on attitude. However, online trust does not have positive effect on attitude. Then, attitude has a positive effect on purchase intention. The managerial implication of this research is an evaluation for e-commerce to improve consumer attitudes and purchase intention.


Keywords

e-commerce

hedonic motivation

perception of online prices

access to information



## THE INFLUENCE OF HEDONIC MOTIVATION, PERCEPTION OF ONLINE PRICES, ACCESS TO INFORMATION, AND ONLINE TRUST TOWARDS ATTITUDE AND PURCHASE INTENTION ON E-COMMERCE PLATFORM

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### ABSTRACT

#### KEYWORDS

e-commerce; hedonic motivation; perception of online prices; access to information; online trust; attitude; purchase intention

This research is aimed to analyze the influence of hedonic motivation, perception of online prices, access to information, and online trust towards attitude and purchase intention on e-commerce platform. This study used primary data in the form of questionnaires from 190 respondents which were distributed non-probabilistically to consumers who used e-commerce services more than three times in the last 6 months in the period October-November 2023. Hypothesis was analyzed with SEM using AMOS 21. Research finding shows that hedonic motivation, perception of online prices, access to information have positive effect on attitude. However, online trust does not have positive effect on attitude. Then, attitude has a positive effect on purchase intention. The managerial implication of this research is an evaluation for e-commerce to improve consumer attitudes and purchase intention.

### INTRODUCTION

Digitization is occurring due to the advancement of current technology. In the economic aspect, society's interest in engaging in trade has shifted towards electronic commerce and online marketplaces (Santo & Marques, 2022). According to data from the Ministry of Communication and Information Technology (kemenkominfo), 62.1% of Indonesia's population has access to the internet, and the number of users in the Indonesian digital market is continuously increasing and predicted to reach 221 million users by 2024 (Kemenkominfo, 2022). The substantial user base indicates that Indonesia has a sizable market, triggering the growth of e-commerce platforms from both domestic and international sources (Salsabila Putri & Zakaria, 2020).

The development of e-commerce in Indonesia began in 1999 with the establishment of the KASKUS forum by Andrew Darwis, followed by the founding of Bhinneka.com (Mustajibah, 2021). E-commerce services continued to evolve, and in 2012, the Lazada group started operating its site in Indonesia. Lazada group, originating from Singapore, was the first foreign e-commerce to operate in Indonesia (Budhi, 2016). Zalora also commenced operations in 2014, followed by Shopee in 2015. Presently, the largest e-commerce platforms in Indonesia are Tokopedia from Indonesia, along with Shopee and Lazada from Singapore (Salsabila Putri & Zakaria, 2020). The data for the ten largest e-commerce services in Indonesia is presented in Table 1.

**Tabel 1. Peta e-commerce Indonesia Q2 tahun 2022 (Devita, 2022)**

| Toko Online       | Pengunjung Web Bulanan |
|-------------------|------------------------|
| 1. Tokopedia      | 158,346,667            |
| 2. Shopee         | 131,296,667            |
| 3. Lazada         | 26,640,000             |
| 4. Bukalapak      | 21,303,333             |
| 5. Blibli         | 19,736,667             |
| 6. Ralali         | 10,830,000             |
| 7. Klik Indomaret | 2,846,667              |
| 8. JD ID          | 2,343,333              |
| 9. Bhinneka       | 1,370,000              |
| 10. Matahari      | 1,108,550              |

Although e-commerce services continue to evolve, they have some drawbacks, such as consumers being unable to physically touch products, and sellers cannot communicate directly with consumers (Akroush & Al-Debei, 2015). Additionally, the psychological distance formed due to the inability of sellers and buyers to meet face-to-face implies that security and privacy related to personal and financial information are crucial for building trust in e-commerce services (Santo & Marques, 2022). Therefore, online trust is a critical factor (Akroush & Al-Debei, 2015).

E-commerce services also have advantages, including the ability for consumers to buy a product anytime and anywhere through online shopping (Akroush & Al-Debei, 2015). Furthermore, online shopping allows consumers to save money, energy, and time, providing them with the ability to gather more information about products (Al-Debei et al., 2015; Khare et al., 2014; Setiyawan & Nuryakin, 2019). Therefore, the factors of perception of online prices and access to information are also essential for e-commerce services (Khare et al., 2014; Setiyawan & Nuryakin, 2019). The advantages and disadvantages of online shopping influence consumers' attitudes toward online shopping (Al-Debei et al., 2015). Consumer attitudes toward online shopping are believed to be associated with purchase intention (Hebbar et al., 2020).

It is crucial for e-commerce and online stores to enhance consumer attitudes and purchase intentions towards online shopping (Santo & Marques, 2022). Consumer online shopping motivation can be influenced by utilitarian and emotional motivations, but this aspect is not yet fully understood. Most studies related to e-commerce purchase intention focus on utilitarian motivation (Santo & Marques, 2022). However, some authors state that emotional factors during purchases should also be examined (Novela et al., 2020; Santo & Marques, 2022). Hedonic motivations, perception of prices, access to information, and trust are emotional factors that can influence purchases (Santo & Marques, 2022). Previous research indicates that hedonic motivation affects consumer attitudes during purchases (Shierly & Sihombing, 2017). Khare's study also states that price perception influences attitude (Khare et al., 2014). Additionally, research by Al-Debei suggests that trust affects consumer attitudes in online shopping (Al-Debei et al., 2015). Attitude toward online shopping also influences purchase intention (Hebbar et al., 2020). Therefore, this study aims to analyze the influence of hedonic motivations, perception of prices, information, and trust on attitude and purchase intention.

This research aims to evaluate several research questions covering the impact of various factors on attitude and purchase intention in the context of marketing management. Research questions include the positive impact of hedonic motivation on attitude, the positive influence

of information access on attitude, the positive impact of online trust on attitude, and the positive influence of perception of online prices on attitude. Additionally, the study explores whether attitude has a positive impact on purchase intention. The research's objective involves an in-depth analysis of the relationships between hedonic motivation, information access, perception of online prices, online trust, attitude, and purchase intention. The benefits of this research are expected to be valuable for various parties. First, for knowledge and academia, this research is expected to make a significant contribution to the field of marketing management, serving as a reference for future research related to hedonic motivation, price perception, information access, online trust, attitude, and purchase intention. Second, for practitioners in marketing management, this research is expected to provide valuable insights to increase the number of consumers and compete in a competitive environment by understanding the factors influencing consumer attitudes and purchase intentions.

### Hypothesis Development

Santo and Marques conducted research on the influence of hedonic motivation on purchase intention and attitude in e-commerce in Portugal (Santo & Marques, 2022). The study showed that hedonic motivation has a positive impact on attitude. Lai To also researched the influence of hedonic motivation on online shopping in Taiwan (To & Sung, 2014). Additionally, Shierly & Sihombing conducted research on the influence of hedonic motivation on attitude and purchase intention in Indonesia (Shierly & Sihombing, 2017). These studies stated that hedonic motivation significantly influences attitude (Novela et al., 2020). Based on the foundations of these previous studies, the researcher formulates the following hypotheses:

**H1: Hedonic motivation has a positive impact on attitude.**

Previous studies have shown a significant relationship between access to information influencing purchase intention (Santo & Marques, 2022). Setiyawan and Nuryakin also stated that the ease of obtaining information influences consumers' attitudes towards online shopping (Setiyawan & Nuryakin, 2019). Based on this previous research, the following hypothesis is formulated:

**H2: Access to information has a positive impact on attitude.**

When consumers buy products online, they perceive a benefit because they get lower prices compared to products sold by other competitors (Santo & Marques, 2022). According to Santo and Marques, the perception of online prices has a significant impact on purchase intention (Santo & Marques, 2022). According to Khare et al., the perception of online prices also influences consumers' attitudes toward online shopping (Khare et al., 2014). Based on these studies, the following hypothesis is formulated:

**H3: Perception of online prices has a positive impact on attitude.**

Online trust is generally considered important because online shopping is associated with various risks (Al-Debei et al., 2015; Santo & Marques, 2022). The uncertainty and dynamism of online shopping make trust a key factor that can influence consumers' attitudes towards online shopping (Al-Debei et al., 2015). The research conducted by Al-Debei et al. explains that online trust significantly influences attitude. According to the study by Santo & Marques, online trust also significantly influences purchase intention. Therefore, the following hypothesis is proposed:

**H4: Online trust has a positive impact on attitude.**

According to the research by Das, attitude towards the seller significantly influences consumers' purchase intention (Das, 2014). The study by Hebbar et al. also states that attitude in online shopping also has a significant impact on purchase intention (Hebbar et al., 2020). Hence, the following hypothesis can be developed:

**H5: Attitude has a positive impact on the intention to purchase online.**



## RESEARCH METHOD

This research is based on the studies of Santo and Marques (2022) and Hebbar (2020) with a research design in the form of hypothesis testing research. Independent variables, including hedonic motivation, access to information, perception of online prices, and online trust, were tested against dependent variables, namely attitude and intention to purchase online. This study utilized a cross-sectional design with primary data collection through a Google Form questionnaire distributed to experienced users of e-commerce applications.

The measured variables involved hedonic motivation, perception of online prices, access to information, online trust, attitude, and online purchase intention, using a five-point Likert scale. The questionnaire was designed to cover statements related to each variable. Data collection took place from October to November 2023, targeting respondents who had engaged in online shopping at least three times in the last six months. The study employed purposive sampling to select users of e-commerce applications who met specific criteria. Using structural equation modeling (SEM), the research aimed for 190 respondents but successfully collected data from 238 respondents within 30 days.

Data testing included validity and reliability tests. Validity was measured through factor loading, while reliability was assessed using Cronbach's Alpha coefficient. The results of validity and reliability tests indicated that all variables were valid and reliable. Data analysis involved SPSS version 25 and SEM using AMOS version 21. Before hypothesis testing, a model fit test was conducted. Initial results showed a less satisfactory model fit, prompting adjustments using modification indices. The revised SEM model produced a more fitting model according to the fit criteria.

Hypothesis testing was performed with SEM to analyze the direct and indirect influences between variables. The final conclusion from the model fit test is that most fit model criteria have been met, allowing for further hypothesis testing on the theories developed in this research.

## RESULTS AND DISCUSSION

### Description of Research Data

The data in this study is primary data. Data was taken from respondents who used e-commerce applications to shop at least 3 times in the last 6 months. The method used is a *non-probability* purposive sampling method.

**Table 2. E-commerce platforms you commonly use**

|                              | Frequency | Percentage (%) |
|------------------------------|-----------|----------------|
| Bukalapak, Blibli            | 2         | 1.1            |
| Lazada                       | 3         | 1.6            |
| Lazada, Bukalapak, Blibli    | 1         | 0.5            |
| Shopee                       | 41        | 21.6           |
| Shopee, Lazada               | 5         | 2.6            |
| Shopee, Lazada, Blibli       | 1         | 0.5            |
| Tokopedia                    | 28        | 14.7           |
| Tokopedia, Blibli            | 1         | 0.5            |
| Tokopedia, Bukalapak, Blibli | 1         | 0.5            |
| Tokopedia, Lazada            | 1         | 0.5            |

|                                      |    |      |
|--------------------------------------|----|------|
| Tokopedia, Lazada, Blibli            | 2  | 1.1  |
| Tokopedia, Shopee                    | 66 | 34.7 |
| Tokopedia, Shopee, Blibli            | 4  | 2.1  |
| Tokopedia, Shopee, Bukalapak         | 5  | 2.6  |
| Tokopedia, Shopee, Lazada            | 22 | 11.6 |
| Tokopedia, Shopee, Lazada, Bukalapak | 6  | 3.2  |
| Tokopedia, Shopee                    | 1  | 0.5  |

**Source : processed data**

Based on Table 2, as many as 41 respondents (21.6%) only use Shopee, 28 respondents (14.7%) only use Tokopedia, and 3 respondents (1.6%) only use Lazada. Then, there were 2 respondents (1.1%) who used two *e-commerce* at once Bukalapak and Blibli, 5 respondents (2.6%) who used Shopee and Lazada, 1 respondent (0.5%) who used Tokopedia and Blibli, 1 respondent (0.5%) who used Tokopedia and Lazada, and 66 respondents (34.7%) who used Tokopedia and Shopee. There was also 1 respondent (0.5%) who used three *e-commerce* at once Lazada, Bukalapak, and Blibli, 1 respondent who used Shopee, Lazada, and Blibli, 1 respondent (0.5%) who used Tokopedia, Bukalapak, and Blibli, 2 respondents (1.1%) who used Tokopedia, Lazada, and Blibli, 4 respondents (2.1%) who used Shopee, Tokopedia, and Blibli, 5 respondents (2.6%) who used Tokopedia, Shopee, and Bukalapak, 22 respondents (11.6%) who use Tokopedia, Shopee, and Lazada. There were 6 respondents (3.2%) who used four *e-commerce* Tokopedia, Shopee, Lazada, and Bukalapak.

**Table 3. Gender**

|        | Frequency | Percentage (%) |
|--------|-----------|----------------|
| Male   | 85        | 44.7           |
| Female | 105       | 55.3           |

**Source : processed data**

Based on Table 3, the majority of the gender (105) of respondents (55.3%) were women and (85) of respondents (44.7%) were men.

**Table 4. Age**

|            | Frequency | Percentage (%) |
|------------|-----------|----------------|
| 18-25 year | 83        | 43.7           |
| 26-45 year | 54        | 28.4           |
| 45-65 year | 52        | 27.4           |
| > 65 year  | 1         | 0.5            |

**Source : processed data**

Based on Table 4, the majority of the age (83) of respondents (43.7%) is 18-25 years old, (54) of respondents (28.4%) is 26-45 years old, (52) of respondents (27.4%) is 45-65 years old, and one respondent (0.5%) is over 65 years old.



**Table 5. Recent Education**

|        | Frequency | Percentage (%) |
|--------|-----------|----------------|
| SMP    | 1         | 0.5            |
| SMA    | 26        | 13.7           |
| S1     | 143       | 75.3           |
| S2     | 14        | 7.4            |
| Other: | 6         | 3.2            |

**Source : processed data**

Based on Table 5, the majority of the last education (143) of respondents were undergraduate graduates (75.3%), followed by junior high school graduates as many as 1 respondent (0.5%), high school graduates as many as 26 respondents (13.7%), master graduates as many as 14 respondents (7.4%) and others as many as 6 respondents (3.2%).

### Descriptive Statistics

The results of the descriptive statistical analysis of this study are attached to Table 11.

**Table 7. Descriptive Analysis of *Hedonic Motivation***

|   | N   | Mean   | Standard devias |
|---|-----|--------|-----------------|
| Shopping <i>online</i> excites me                 | 190 | 4.0211 | 0.80972         |
| I feel happy when I shop <i>online</i>            | 190 | 4.0632 | 0.76719         |
| I shop <i>online</i> because it fits my lifestyle | 190 | 3.9158 | 0.89281         |
| Mean  |     | 4.000  |                 |

**Source : processed data**

Based on Table 7, the *mean* of the *hedonic motivation* variable is 4.00. Most consumers with high *hedonic motivation* feel excited and happy when shopping *online*. The majority of respondents feel energized when shopping *online* (4.0211). Respondents also feel happy when shopping *online* (4.0632). In addition, shopping *online* also suits most respondents' lifestyles (3.9158).

**Table 8. Descriptive Analysis of *Access to Information***

|  | N   | Mean   | Standard devias |
|--|-----|--------|-----------------|
| Shopping <i>online</i> gives me easy direct access to information about products or services                               | 190 | 4.3211 | 0.76779         |
| I find it easier to compare other alternatives when I shop <i>online</i>   | 190 | 4.4526 | 0.63859         |
| Information about products or services at the time of online shopping is easier to analyze compared to traditional markets | 190 | 4.2474 | 0.78131         |
| When I shop <i>online</i> , it's easier for me to find products or services that interest me more                          | 190 | 4.4000 | 0.75453         |
| Mean   |     | 4.3553 |                 |

**Source : processed data**

Based on Table 8, the *mean* of the variable *access to information* is 4.36. The majority of respondents can access information, compare, and analyze products and services easily when shopping *online*. Respondents can easily gain direct access to information when shopping *online* (4.3211). Respondents also find it easier to compare other product alternatives when shopping *online* (4.4526). Respondents also feel that information about products and services is also easier to analyze compared to traditional markets (4.2474). In addition, respondents are also easier to find products and services that interest respondents more (4,400).

**Table 9. Descriptive analysis of *Perception of Online Prices***

|  | N   | Mean   | Standard<br>deviase |
|--|-----|--------|---------------------|
| Shopping <i>online</i> makes me save money                                     | 190 | 4.0053 | 0.96224             |
| Shopping <i>online</i> offers more competitive prices than traditional markets | 190 | 4.3632 | 0.78323             |
| I find it easier to find discounts when I shop <i>online</i>                   | 190 | 4.4105 | 0.66658             |
| Mean   |     | 4.2596 |                     |

**Source : processed data**

Based on Table 9, the *mean* of the variable *perception of online prices* is 4.26. The majority of respondents have the perception that the prices offered when shopping *online* are better and more profitable than traditional markets. Most respondents feel that shopping *online* makes respondents to save money. Shopping *online* also offers more competitive prices compared to traditional markets. In addition, respondents find it easier to look for discounts when shopping *online*. Therefore, it can be said that the *perception of online prices respondents* are good and have varied answers.

**Table 10. Online Trust descriptive analysis**

|  | N   | Mean   | Standard<br>deviase |
|--|-----|--------|---------------------|
| I feel safe with the payment system on the <i>online store</i>                   | 190 | 3.9053 | 0.87980             |
| In general, I trust more when I shop <i>online</i>                               | 190 | 3.5526 | 0.99462             |
| When I shop <i>online</i> , I don't feel like my personal information is at risk | 190 | 3.4789 | 1.04759             |
| Mean   |     | 3.6456 |                     |

**Source : processed data**

Based on Table 10, the *mean* of the *online trust* variable is 3.6. Some respondents believe in the security system of *e-commerce* and online stores. Some respondents feel safe with the payment system at *online stores* (3,905). Some respondents are also more trusting when shopping online (3.5526). In addition, some respondents also did not feel that respondents' personal information was threatened (3.4789). However, there are some respondents who do not support the statement. Therefore, there are varied answers.

**Table 11. Descriptive Attitude Analysis**

|  | N   | Mean   | Standard<br>deviase |
|--|-----|--------|---------------------|
| Shopping from an online <i>store's website</i> is a good idea          | 190 | 4.1000 | 0.81358             |
| Shopping from online store websites is better than traditional markets | 190 | 3.9684 | 0.99153             |
| Shopping from an <i>online</i> store's website is a fun thing to do    | 190 | 4.1684 | 0.77872             |
| Mean   |     | 4.0789 |                     |

**Source : processed data**

Based on Table 11, the *mean* of the attitude variable is 4.08. The majority of respondents have a good attitude and behavior towards *online shopping*. Respondents feel that shopping *online* is a good idea (4,100). Respondents also feel that shopping *online* is also better than traditional markets (3.9684). Shopping *online* is also a fun thing to do (4.1684).

**Table 12. Descriptive Analysis of *Intention to Purchase Online***

|   | N   | Mean   | Standard<br>Deviation |
|---|-----|--------|-----------------------|
| I plan to continue shopping <i>online</i> for the next 6 months                 | 190 | 4.2895 | 0.76663               |
| Based on my experience, I recommend my friends and family to shop <i>online</i> | 190 | 4.1474 | 0.82895               |
| I intend to shop <i>online</i> for the past 6 months                            | 190 | 4.2684 | 0.77429               |
| Mean  |     | 4.0789 |                       |

**Source : processed data**

Based on Table 12, the *mean* of the variable *intention to purchase online* is 4.23. The majority of respondents will continue to shop *online* as an alternative to shopping at traditional markets. Respondents plan and intend to shop *online* over the next 6 months (4.2895). Respondents would also recommend friends and family to shop *online* (4.1474).

## Data Analysis

The results of processing for testing theoretical hypotheses can be seen in Table 17

**Table 13. Research Hypothesis Assessment**

|                | Hypothesis  | Estimate | P-Value | Results                |
|----------------|---|----------|---------|------------------------|
| H <sub>1</sub> | Hedonic motivation has a positive effect on Attitude        | 0,537    | 0,000   | Supported Hypothesis   |
| H <sub>2</sub> | Access to Information has a positive effect on Attitude     | 0,173    | 0,038   | Supported Hypothesis   |
| H <sub>3</sub> | Perception online Price has a positive effect on Attitude   | 0,333    | 0,034   | Supported Hypothesis   |
| H <sub>4</sub> | Online trust has a positive effect on Attitude              | -0,027   | 0,313   | Unsupported hypothesis |
| H <sub>5</sub> | Attitude has a positive effect on Online Purchase Intention | 0,931    | 0,000   | Supported Hypothesis   |

**Source : processed data**

**Hipotesis 1**

Hypothesis 1 is done with the aim of testing *Hedonic motivation* to positively affect *Attitude*. The processed results are shown with an estimated coefficient value of 0.537 which means that increasing Hedonic motivation will increase Attitude and vice versa decreasing Hedonic motivation will reduce Attitude. Obtained a p-value of  $0.000 < 0.05$ ,  $H_0$  was rejected and  $H_a$  was accepted so that the hypothesis that states Hedonic motivation has a positive effect on Attitude is proven.

**Hipotesis 2**

Hypothesis 2 aims to test the *positive effect of Access to Information on Attitude*. The processed results are shown with an estimated coefficient value of 0.173 which means that increasing Access to Information will increase Attitude and vice versa decreasing Access to Information will decrease Attitude. Obtained p-value of  $0.038 < 0.05$  then  $H_0$  is rejected and  $H_a$  is accepted so that the hypothesis that states Access to information has a positive effect on Attitude is proven.

**Hipotesis 3**

Hypothesis 3 aims to test the *Perception of Online Price* to positively affect *Attitude*. The processed results are shown with an estimated coefficient value of 0.333 which means that increasing *Perception of Online Price will increase Attitude* and vice versa decreasing Perception of Online Price will decrease Attitude. Obtained a p-value of  $0.034 < 0.05$ , then  $H_0$  was rejected and  $H_a$  was accepted so that the hypothesis that states Perception online Price has a positive effect on *Attitude* is proven.

**Hipotesis 4**

Hypothesis 4 aims to test *Online Trust* to positively affect *Attitude*. The processed results are shown with an estimated coefficient value of -0.027 which means that increasing *Online trust will reduce Attitude and vice versa decreasing Online trust will increase Attitude*. Because the resulting coefficient sign is negative, the hypothesis that Online trust has a positive effect on *Attitude* is not proven.

**Hipotesis 5**

Hypothesis 5 aims to test *Attitude* positively affects *Online Purchase Intention*. The processed results are shown with an estimated coefficient value of 0.931 which means that increasing Attitude will increase Online Purchase Intention and conversely decreasing Attitude will reduce Online Purchase Intention. Obtained a p-value of  $0.000 < 0.05$ ,  $H_0$  was rejected and  $H_a$  was accepted so that the hypothesis stating Attitude had a positive effect on *Online Purchase Intention* was proven.

**Discussion of Research Results****H1. There is a positive influence of hedonic motivation on attitude.**

Based on Table 17, the results of the first hypothesis indicate that there is an influence of the hedonic motivation variable on the attitude variable. This means that the stronger the hedonic motivation of consumers, the more positive their attitude towards online shopping. Consumers who feel enthusiastic and happy while shopping online will perceive online shopping as a positive experience. Those who engage in online shopping to align with their lifestyle also perceive online stores as superior to traditional markets.

These findings align with the research of Shierly and Sihombing, which found a positive and significant relationship between hedonic motivation and attitude (Shierly & Sihombing, 2017). According to Santos and Marques, consumers with high hedonic motivation are more willing to engage in online shopping (Santo & Marques, 2022). This statement is also supported

by To & Sung, who state that consumers with high hedonic motivation are motivated to shop online due to the happiness and satisfaction derived from the experience (To & Sung, 2014).

**H2. There is a positive influence of Access to Information on Attitude.**

The second hypothesis tests the positive influence of access to information on attitude. The results of this study show that access to information has a positive influence on attitude. This implies that the stronger the access to information, the more positive the consumer's attitude towards online shopping. Consumers who perceive online shopping as a good idea usually also believe that shopping on online platforms is beneficial in terms of obtaining information, comparing, and selecting the best products or services.

These results are consistent with research conducted by Setiyawan & Nuryakin (2019) and Santo & Marques (2022) (Santo & Marques, 2022; Setiyawan & Nuryakin, 2019). Ease of accessing information is beneficial for consumers making decisions about purchasing products or services (Santo & Marques, 2022). The availability of information is one of the reasons consumers choose online shopping (Santo & Marques, 2022).

**H3. There is a positive influence of Perception of Online Prices on Attitude.**

The third hypothesis tests the positive influence of the perception of online prices on attitude. The results of this study indicate that the perception of online prices has a positive influence on attitude. This means that the stronger the perception of online prices, the more positive the consumer's attitude towards online shopping. Consumers believe that online shopping is a better option than traditional markets because they perceive that online shopping offers more competitive prices. Consumers also feel that online shopping is a good idea because it allows them to save money.

These results are in line with the research by Khare et al. (2014). Price reduction is one of the most important factors for consumers to engage in online shopping (Khare et al., 2014). When consumers shop online, they can benefit from more competitive prices due to the increasing number of sellers (Santo & Marques, 2022). Consumers can also experience sensory stimulation and pleasure from price perception and discounts (Arnold & Reynolds, 2003).

**H4. There is no positive influence of Online Trust on Attitude.**

The fourth hypothesis tests the positive influence of online trust on attitude. The results of this study indicate that online trust does not have a positive influence on attitude. This may be because the respondents in this study represent a mix of various generations. According to research conducted by Feng and Ivanov in China, younger generations have a more supportive attitude towards online shopping than older generations (Feng & Ivanov, 2023). The research conducted by Utamanyu and Darmastuti in Central Java also states that older generations still carry elements of shopping in their era, where they need to touch, see, and convince themselves that the purchased items are suitable and fit with them (Utamanyu & Darmastuti, 2022).

These results are also consistent with the research conducted by Melani and Hamid (2023) in Indonesia, stating that there is no significant influence between online trust and attitude (Melani & Hamid, 2023). However, these results contradict the findings of research conducted by Akroush & Al-Debei (2015). Previous research states that online trust is an essential element in determining the attitude and purchase intention of consumers (Akroush & Al-Debei, 2015; Santo & Marques, 2022).

**H5. There is a positive influence of Attitude on Online Purchase Intention.**

The fifth hypothesis tests the positive influence of attitude on online purchase intention. The results of this study indicate that attitude has a positive influence on online purchase intention. This means that the stronger the consumer's attitude, the more positive their intention to purchase online. Consumers who believe that online shopping is a good idea will recommend



it to friends and family. Consumers who find online shopping enjoyable will continue to engage in online shopping in the future.

These results align with the research conducted by Das (2014) and Hebbar et al. (2020). Previous research states that attitude is one of the key predictors for consumers to engage in online shopping (Hebbar et al., 2020). Therefore, e-commerce platforms need to enhance factors that can improve consumer attitudes to increase online purchase intentions (Das, 2014).

## CONCLUSION

Based on research on the influence of hedonic motivation, perception of online prices, access to information, and online trust on attitude and purchase intention on e-commerce platforms, the main conclusions can be described as follows. First, hedonic motivation, perception of online prices, and access to information have a positive influence on consumer attitudes towards online shopping. Second, online trust did not have a positive influence on attitudes, likely due to generational differences in respondents. Third, consumer attitude has a positive influence on purchase intention. The implication is that e-commerce companies need to foster hedonic motivation in consumers by developing online shopping concepts that fit their lifestyles. Exciting features, games, and additional discounts can boost the spirit of shopping. Good access to information can be realized by requiring online stores to provide complete, structured, and easily accessible information. Perception of online prices can be improved by providing discounts at certain times or when reaching certain shopping limits, as well as implementing a free shipping system. However, this study has limitations, such as the use of consumer emotional variables alone and the uneven distribution of samples in various demographics. Suggestions for future research include adding utilitarian motivation variables and increasing the number and leveling of samples within each respondent's demographic.

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# THE INFLUENCE OF HEDONIC MOTIVATION, PERCEPTION OF ONLINE PRICES, ACCESS TO INFORMATION, AND ONLINE TRUST TOWARDS ATTITUDE AND PURCHASE INTENTION ON E-COMMERCE PLATFORM

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## THE INFLUENCE OF HEDONIC MOTIVATION, PERCEPTION OF ONLINE PRICES, ACCESS TO INFORMATION, AND ONLINE TRUST TOWARDS ATTITUDE AND PURCHASE INTENTION ON E-COMMERCE PLATFORM

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### ABSTRACT

#### KEYWORDS

e-commerce; hedonic motivation; perception of online prices; access to information; online trust; attitude; purchase intention

This research is aimed to analyze the influence of hedonic motivation, perception of online prices, access to information, and online trust towards attitude and purchase intention on e-commerce platform. This study used primary data in the form of questionnaires from 190 respondents which were distributed non-probabilistically to consumers who used e-commerce services more than three times in the last 6 months in the period October-November 2023. Hypothesis was analyzed with SEM using AMOS 21. Research finding shows that hedonic motivation, perception of online prices, access to information have positive effect on attitude. However, online trust does not have positive effect on attitude. Then, attitude has a positive effect on purchase intention. The managerial implication of this research is an evaluation for e-commerce to improve consumer attitudes and purchase intention.

### INTRODUCTION

Digitization is occurring due to the advancement of current technology. In the economic aspect, society's interest in engaging in trade has shifted towards electronic commerce and online marketplaces (Santo & Marques, 2022). According to data from the Ministry of Communication and Information Technology (kemenkominfo), 62.1% of Indonesia's population has access to the internet, and the number of users in the Indonesian digital market is continuously increasing and predicted to reach 221 million users by 2024 (Kemenkominfo, 2022). The substantial user base indicates that Indonesia has a sizable market, triggering the growth of e-commerce platforms from both domestic and international sources (Salsabila Putri & Zakaria, 2020).

The development of e-commerce in Indonesia began in 1999 with the establishment of the KASKUS forum by Andrew Darwis, followed by the founding of Bhinneka.com (Mustajibah, 2021). E-commerce services continued to evolve, and in 2012, the Lazada group started operating its site in Indonesia. Lazada group, originating from Singapore, was the first foreign e-commerce to operate in Indonesia (Budhi, 2016). Zalora also commenced operations in 2014, followed by Shopee in 2015. Presently, the largest e-commerce platforms in Indonesia are Tokopedia from Indonesia, along with Shopee and Lazada from Singapore (Salsabila Putri & Zakaria, 2020). The data for the ten largest e-commerce services in Indonesia is presented in Table 1.

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**Tabel 1. Peta e-commerce Indonesia Q2 tahun 2022** (Devita, 2022)

| Toko Online       | Pengunjung Web Bulanan |
|-------------------|------------------------|
| 1. Tokopedia      | 158,346,667            |
| 2. Shopee         | 131,296,667            |
| 3. Lazada         | 26,640,000             |
| 4. Bukalapak      | 21,303,333             |
| 5. Blibli         | 19,736,667             |
| 6. Ralali         | 10,830,000             |
| 7. Klik Indomaret | 2,846,667              |
| 8. JD ID          | 2,343,333              |
| 9. Bhinneka       | 1,370,000              |
| 10. Matahari      | 1,108,550              |

Although e-commerce services continue to evolve, they have some drawbacks, such as consumers being unable to physically touch products, and sellers cannot communicate directly with consumers (Akroush & Al-Debei, 2015). Additionally, the psychological distance formed due to the inability of sellers and buyers to meet face-to-face implies that security and privacy related to personal and financial information are crucial for building trust in e-commerce services (Santo & Marques, 2022). Therefore, online trust is a critical factor (Akroush & Al-Debei, 2015).

E-commerce services also have advantages, including the ability for consumers to buy a product anytime and anywhere through online shopping (Akroush & Al-Debei, 2015). Furthermore, online shopping allows consumers to save money, energy, and time, providing them with the ability to gather more information about products (Al-Debei et al., 2015; Khare et al., 2014; Setiyawan & Nuryakin, 2019). Therefore, the factors of perception of online prices and access to information are also essential for e-commerce services (Khare et al., 2014; Setiyawan & Nuryakin, 2019). The advantages and disadvantages of online shopping influence consumers' attitudes toward online shopping (Al-Debei et al., 2015). Consumer attitudes toward online shopping are believed to be associated with purchase intention (Hebbar et al., 2020).

It is crucial for e-commerce and online stores to enhance consumer attitudes and purchase intentions towards online shopping (Santo & Marques, 2022). Consumer online shopping motivation can be influenced by utilitarian and emotional motivations, but this aspect is not yet fully understood. Most studies related to e-commerce purchase intention focus on utilitarian motivation (Santo & Marques, 2022). However, some authors state that emotional factors during purchases should also be examined (Novela et al., 2020; Santo & Marques, 2022). Hedonic motivations, perception of prices, access to information, and trust are emotional factors that can influence purchases (Santo & Marques, 2022). Previous research indicates that hedonic motivation affects consumer attitudes during purchases (Shierly & Sihombing, 2017). Khare's study also states that price perception influences attitude (Khare et al., 2014). Additionally, research by Al-Debei suggests that trust affects consumer attitudes in online shopping (Al-Debei et al., 2015). Attitude toward online shopping also influences purchase intention (Hebbar et al., 2020). Therefore, this study aims to analyze the influence of hedonic motivations, perception of prices, information, and trust on attitude and purchase intention.

This research aims to evaluate several research questions covering the impact of various factors on attitude and purchase intention in the context of marketing management. Research questions include the positive impact of hedonic motivation on attitude, the positive influence



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of information access on attitude, the positive impact of online trust on attitude, and the positive influence of perception of online prices on attitude. Additionally, the study explores whether attitude has a positive impact on purchase intention. The research's objective involves an in-depth analysis of the relationships between hedonic motivation, information access, perception of online prices, online trust, attitude, and purchase intention. The benefits of this research are expected to be valuable for various parties. First, for knowledge and academia, this research is expected to make a significant contribution to the field of marketing management, serving as a reference for future research related to hedonic motivation, price perception, information access, online trust, attitude, and purchase intention. Second, for practitioners in marketing management, this research is expected to provide valuable insights to increase the number of consumers and compete in a competitive environment by understanding the factors influencing consumer attitudes and purchase intentions.

### Hypothesis Development

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Santo and Marques conducted research on the influence of hedonic motivation on purchase intention and attitude in e-commerce in Portugal (Santo & Marques, 2022). The study showed that hedonic motivation has a positive impact on attitude. Lai To also researched the influence of hedonic motivation on online shopping in Taiwan (To & Sung, 2014). Additionally, Shierly & Sihombing conducted research on the influence of hedonic motivation on attitude and purchase intention in Indonesia (Shierly & Sihombing, 2017). These studies stated that hedonic motivation significantly influences attitude (Novela et al., 2020). Based on the foundations of these previous studies, the researcher formulates the following hypotheses:

**H1: Hedonic motivation has a positive impact on attitude.**

Previous studies have shown a significant relationship between access to information influencing purchase intention (Santo & Marques, 2022). Setiyawan and Nuryakin also stated that the ease of obtaining information influences consumers' attitudes towards online shopping (Setiyawan & Nuryakin, 2019). Based on this previous research, the following hypothesis is formulated:

**H2: Access to information has a positive impact on attitude.**

When consumers buy products online, they perceive a benefit because they get lower prices compared to products sold by other competitors (Santo & Marques, 2022). According to Santo and Marques, the perception of online prices has a significant impact on purchase intention (Santo & Marques, 2022). According to Khare et al., the perception of online prices also influences consumers' attitudes toward online shopping (Khare et al., 2014). Based on these studies, the following hypothesis is formulated:

**H3: Perception of online prices has a positive impact on attitude.**

Online trust is generally considered important because online shopping is associated with various risks (Al-Debei et al., 2015; Santo & Marques, 2022). The uncertainty and dynamism of online shopping make trust a key factor that can influence consumers' attitudes towards online shopping (Al-Debei et al., 2015). The research conducted by Al-Debei et al. explains that online trust significantly influences attitude. According to the study by Santo & Marques, online trust also significantly influences purchase intention. Therefore, the following hypothesis is proposed:

**H4: Online trust has a positive impact on attitude.**

According to the research by Das, attitude towards the seller significantly influences consumers' purchase intention (Das, 2014). The study by Hebbar et al. also states that attitude in online shopping also has a significant impact on purchase intention (Hebbar et al., 2020). Hence, the following hypothesis can be developed:

**H5: Attitude has a positive impact on the intention to purchase online.**



## RESEARCH METHOD

This research is based on the studies of Santo and Marques (2022) and Hebbbar (2020) with a research design in the form of hypothesis testing research. Independent variables, including hedonic motivation, access to information, perception of online prices, and online trust, were tested against dependent variables, namely attitude and intention to purchase online. This study utilized a cross-sectional design with primary data collection through a Google Form questionnaire distributed to experienced users of e-commerce applications.

The measured variables involved hedonic motivation, perception of online prices, access to information, online trust, attitude, and online purchase intention, using a five-point Likert scale. The questionnaire was designed to cover statements related to each variable. Data collection took place from October to November 2023, targeting respondents who had engaged in online shopping at least three times in the last six months. The study employed purposive sampling to select users of e-commerce applications who met specific criteria. Using structural equation modeling (SEM), the research aimed for 190 respondents but successfully collected data from 238 respondents within 30 days.

Data testing included validity and reliability tests. Validity was measured through factor loading, while reliability was assessed using Cronbach's Alpha coefficient. The results of validity and reliability tests indicated that all variables were valid and reliable. Data analysis involved SPSS version 25 and SEM using AMOS version 21. Before hypothesis testing, a model fit test was conducted. Initial results showed a less satisfactory model fit, prompting adjustments using modification indices. The revised SEM model produced a more fitting model according to the fit criteria.

Hypothesis testing was performed with SEM to analyze the direct and indirect influences between variables. The final conclusion from the model fit test is that most fit model criteria have been met, allowing for further hypothesis testing on the theories developed in this research.

## RESULTS AND DISCUSSION

### Description of Research Data

The data in this study is primary data. Data was taken from respondents who used e-commerce applications to shop at least 3 times in the last 6 months. The method used is a *non-probability* purposive sampling method.

**Table 2. E-commerce platforms you commonly use**

|                              | Frequency | Percentage (%) |
|------------------------------|-----------|----------------|
| Bukalapak, Blibli            | 2         | 1.1            |
| Lazada                       | 3         | 1.6            |
| Lazada, Bukalapak, Blibli    | 1         | 0.5            |
| Shopee                       | 41        | 21.6           |
| Shopee, Lazada               | 5         | 2.6            |
| Shopee, Lazada, Blibli       | 1         | 0.5            |
| Tokopedia                    | 28        | 14.7           |
| Tokopedia, Blibli            | 1         | 0.5            |
| Tokopedia, Bukalapak, Blibli | 1         | 0.5            |
| Tokopedia, Lazada            | 1         | 0.5            |

|                                      |    |      |
|--------------------------------------|----|------|
| Tokopedia, Lazada, Blibli            | 2  | 1.1  |
| Tokopedia, Shopee                    | 66 | 34.7 |
| Tokopedia, Shopee, Blibli            | 4  | 2.1  |
| Tokopedia, Shopee, Bukalapak         | 5  | 2.6  |
| Tokopedia, Shopee, Lazada            | 22 | 11.6 |
| Tokopedia, Shopee, Lazada, Bukalapak | 6  | 3.2  |
| Tokopedia, Shopee                    | 1  | 0.5  |

Source : processed data

Based on Table 2, as many as 41 respondents (21.6%) only use Shopee, 28 respondents (14.7%) only use Tokopedia, and 3 respondents (1.6%) only use Lazada. Then, there were 2 respondents (1.1%) who used two *e-commerce* at once Bukalapak and Blibli, 5 respondents (2.6%) who used Shopee and Lazada, 1 respondent (0.5%) who used Tokopedia and Blibli, 1 respondent (0.5%) who used Tokopedia and Lazada, and 66 respondents (34.7%) who used Tokopedia and Shopee. There was also 1 respondent (0.5%) who used three *e-commerce* at once Lazada, Bukalapak, and Blibli, 1 respondent who used Shopee, Lazada, and Blibli, 1 respondent (0.5%) who used Tokopedia, Bukalapak, and Blibli, 2 respondents (1.1%) who used Tokopedia, Lazada, and Blibli, 4 respondents (2.1%) who used Shopee, Tokopedia, and Blibli, 5 respondents (2.6%) who used Tokopedia, Shopee, and Bukalapak, 22 respondents (11.6%) who use Tokopedia, Shopee, and Lazada. There were 6 respondents (3.2%) who used four *e-commerce* Tokopedia, Shopee, Lazada, and Bukalapak.

Table 3. Gender

|        | Frequency | Percentage (%) |
|--------|-----------|----------------|
| Male   | 85        | 44.7           |
| Female | 105       | 55.3           |

Source : processed data

Based on Table 3, the majority of the gender (105) of respondents (55.3%) were women and (85) of respondents (44.7%) were men.

Table 4. Age

|            | Frequency | Percentage (%) |
|------------|-----------|----------------|
| 18-25 year | 83        | 43.7           |
| 26-45 year | 54        | 28.4           |
| 45-65 year | 52        | 27.4           |
| > 65 year  | 1         | 0.5            |

Source : processed data

Based on Table 4, the majority of the age (83) of respondents (43.7%) is 18-25 years old, (54) of respondents (28.4%) is 26-45 years old, (52) of respondents (27.4%) is 45-65 years old, and one respondent (0.5%) is over 65 years old.

**Table 5. Recent Education**

|        | Frequency | Percentage (%) |
|--------|-----------|----------------|
| SMP    | 1         | 0.5            |
| SMA    | 26        | 13.7           |
| S1     | 143       | 75.3           |
| S2     | 14        | 7.4            |
| Other: | 6         | 3.2            |

**Source : processed data**

Based on Table 5, the majority of the last education (143) of respondents were undergraduate graduates (75.3%), followed by junior high school graduates as many as 1 respondent (0.5%), high school graduates as many as 26 respondents (13.7%), master graduates as many as 14 respondents (7.4%) and others as many as 6 respondents (3.2%).

### Descriptive Statistics

The results of the descriptive statistical analysis of this study are attached to Table 11.

**Table 7. Descriptive Analysis of Hedonic Motivation**

|   | N   | Mean   | Standard devias |
|---|-----|--------|-----------------|
| Shopping <i>online</i> excites me                 | 190 | 4.0211 | 0.80972         |
| I feel happy when I shop <i>online</i>            | 190 | 4.0632 | 0.76719         |
| I shop <i>online</i> because it fits my lifestyle | 190 | 3.9158 | 0.89281         |
| Mean  |     | 4.000  |                 |

**Source : processed data**

Based on Table 7, the *mean* of the *hedonic motivation* variable is 4.00. Most consumers with high *hedonic motivation* feel excited and happy when shopping *online*. The majority of respondents feel energized when shopping *online* (4.0211). Respondents also feel happy when shopping *online* (4.0632). In addition, shopping *online* also suits most respondents' lifestyles (3.9158).

**Table 8. Descriptive Analysis of Access to Information**

|  | N   | Mean   | Standard devias |
|--|-----|--------|-----------------|
| Shopping <i>online</i> gives me easy direct access to information about products or services                               | 190 | 4.3211 | 0.76779         |
| I find it easier to compare other alternatives when I shop <i>online</i>   | 190 | 4.4526 | 0.63859         |
| Information about products or services at the time of online shopping is easier to analyze compared to traditional markets | 190 | 4.2474 | 0.78131         |
| When I shop <i>online</i> , it's easier for me to find products or services that interest me more                          | 190 | 4.4000 | 0.75453         |
| Mean   |     | 4.3553 |                 |

**Source : processed data**

Based on Table 8, the *mean* of the variable *access to information* is 4.36. The majority of respondents can access information, compare, and analyze products and services easily when shopping *online*. Respondents can easily gain direct access to information when shopping *online* (4.3211). Respondents also find it easier to compare other product alternatives when shopping *online* (4.4526). Respondents also feel that information about products and services is also easier to analyze compared to traditional markets (4.2474). In addition, respondents are also easier to find products and services that interest respondents more (4.400).

**Tabel 9. Descriptive analysis of Perception of Online Prices**

|  | N   | Mean   | Standard<br>deviase |
|--|-----|--------|---------------------|
| Shopping <i>online</i> makes me save money                                     | 190 | 4.0053 | 0.96224             |
| Shopping <i>online</i> offers more competitive prices than traditional markets | 190 | 4.3632 | 0.78323             |
| I find it easier to find discounts when I shop <i>online</i>                   | 190 | 4.4105 | 0.66658             |
| Mean   |     | 4.2596 |                     |

**Source : processed data**

Based on Table 9, the *mean* of the variable *perception of online prices* is 4.26. The majority of respondents have the perception that the prices offered when shopping *online* are better and more profitable than traditional markets. Most respondents feel that shopping *online* makes respondents to save money. Shopping *online* also offers more competitive prices compared to traditional markets. In addition, respondents find it easier to look for discounts when shopping *online*. Therefore, it can be said that the *perception of online prices respondents* are good and have varied answers.

**Table 10. Online Trust descriptive analysis**

|  | N   | Mean   | Standard<br>deviase |
|--|-----|--------|---------------------|
| I feel safe with the payment system on the <i>online store</i>                   | 190 | 3.9053 | 0.87980             |
| In general, I trust more when I shop <i>online</i>                               | 190 | 3.5526 | 0.99462             |
| When I shop <i>online</i> , I don't feel like my personal information is at risk | 190 | 3.4789 | 1.04759             |
| Mean   |     | 3.6456 |                     |

**Source : processed data**

Based on Table 10, the *mean* of the *online trust* variable is 3.6. Some respondents believe in the security system of *e-commerce* and online stores. Some respondents feel safe with the payment system at *online stores* (3.905). Some respondents are also more trusting when shopping *online* (3.5526). In addition, some respondents also did not feel that respondents' personal information was threatened (3.4789). However, there are some respondents who do not support the statement. Therefore, there are varied answers.

**Table 11. Descriptive Attitude Analysis**

|  | N   | Mean   | Standard<br>deviase |
|--|-----|--------|---------------------|
| Shopping from an online <i>store's website</i> is a good idea          | 190 | 4.1000 | 0.81358             |
| Shopping from online store websites is better than traditional markets | 190 | 3.9684 | 0.99153             |
| Shopping from an <i>online store's website</i> is a fun thing to do    | 190 | 4.1684 | 0.77872             |
| Mean   |     | 4.0789 |                     |

**Source : processed data**

Based on Table 11, the *mean* of the attitude variable is 4.08. The majority of respondents have a good attitude and behavior towards *online shopping*. Respondents feel that shopping *online* is a good idea (4,100). Respondents also feel that shopping *online* is also better than traditional markets (3.9684). Shopping *online* is also a fun thing to do (4.1684).

**Table 12. Descriptive Analysis of Intention to Purchase Online**

|   | N   | Mean   | Standard<br>Deviation |
|---|-----|--------|-----------------------|
| I plan to continue shopping <i>online</i> for the next 6 months                 | 190 | 4.2895 | 0.76663               |
| Based on my experience, I recommend my friends and family to shop <i>online</i> | 190 | 4.1474 | 0.82895               |
| I intend to shop <i>online</i> for the past 6 months                            | 190 | 4.2684 | 0.77429               |
| Mean  |     | 4.0789 |                       |

**Source : processed data**

Based on Table 12, the *mean* of the variable *intention to purchase online* is 4.23. The majority of respondents will continue to shop *online* as an alternative to shopping at traditional markets. Respondents plan and intend to shop *online* over the next 6 months (4.2895). Respondents would also recommend friends and family to shop *online* (4.1474).

### Data Analysis

The results of processing for testing theoretical hypotheses can be seen in Table 17

**Table 13. Research Hypothesis Assessment**

|                | Hypothesis  | Estimate | P-Value | Results                |
|----------------|---|----------|---------|------------------------|
| H <sub>1</sub> | Hedonic motivation has a positive effect on Attitude        | 0,537    | 0,000   | Supported Hypothesis   |
| H <sub>2</sub> | Access to Information has a positive effect on Attitude     | 0,173    | 0,038   | Supported Hypothesis   |
| H <sub>3</sub> | Perception online Price has a positive effect on Attitude   | 0,333    | 0,034   | Supported Hypothesis   |
| H <sub>4</sub> | Online trust has a positive effect on Attitude              | -0,027   | 0,313   | Unsupported hypothesis |
| H <sub>5</sub> | Attitude has a positive effect on Online Purchase Intention | 0,931    | 0,000   | Supported Hypothesis   |

**Source : processed data**



**Hipotesis 1**

Hypothesis 1 is done with the aim of testing *Hedonic motivation* to positively affect *Attitude*. The processed results are shown with an estimated coefficient value of 0.537 which means that increasing Hedonic motivation will increase Attitude and vice versa decreasing Hedonic motivation will reduce Attitude. Obtained a p-value of  $0.000 < 0.05$ ,  $H_0$  was rejected and  $H_a$  was accepted so that the hypothesis that states Hedonic motivation has a positive effect on Attitude is proven.

**Hipotesis 2**

Hypothesis 2 aims to test the *positive effect of Access to Information on Attitude*. The processed results are shown with an estimated coefficient value of 0.173 which means that increasing Access to Information will increase Attitude and vice versa decreasing Access to Information will decrease Attitude. Obtained p-value of  $0.038 < 0.05$  then  $H_0$  is rejected and  $H_a$  is accepted so that the hypothesis that states Access to information has a positive effect on Attitude is proven.

**Hipotesis 3**

Hypothesis 3 aims to test the *Perception of Online Price* to positively affect *Attitude*. The processed results are shown with an estimated coefficient value of 0.333 which means that increasing *Perception of Online Price* will increase Attitude and vice versa decreasing Perception of Online Price will decrease Attitude. Obtained a p-value of  $0.034 < 0.05$ , then  $H_0$  was rejected and  $H_a$  was accepted so that the hypothesis that states Perception online Price has a positive effect on Attitude is proven.

**Hipotesis 4**

Hypothesis 4 aims to test *Online Trust* to positively affect *Attitude*. The processed results are shown with an estimated coefficient value of -0.027 which means that increasing *Online trust* will reduce Attitude and vice versa decreasing Online trust will increase Attitude. Because the resulting coefficient sign is negative, the hypothesis that Online trust has a positive effect on Attitude is not proven.

**Hipotesis 5**

Hypothesis 5 aims to test *Attitude* positively affects *Online Purchase Intention*. The processed results are shown with an estimated coefficient value of 0.931 which means that increasing Attitude will increase Online Purchase Intention and conversely decreasing Attitude will reduce Online Purchase Intention. Obtained a p-value of  $0.000 < 0.05$ ,  $H_0$  was rejected and  $H_a$  was accepted so that the hypothesis stating Attitude had a positive effect on *Online Purchase Intention* was proven.

**Discussion of Research Results****H1. There is a positive influence of hedonic motivation on attitude.**

Based on Table 17, the results of the first hypothesis indicate that there is an influence of the hedonic motivation variable on the attitude variable. This means that the stronger the hedonic motivation of consumers, the more positive their attitude towards online shopping. Consumers who feel enthusiastic and happy while shopping online will perceive online shopping as a positive experience. Those who engage in online shopping to align with their lifestyle also perceive online stores as superior to traditional markets.

These findings align with the research of Shierly and Sihombing, which found a positive and significant relationship between hedonic motivation and attitude (Shierly & Sihombing, 2017). According to Santos and Marques, consumers with high hedonic motivation are more willing to engage in online shopping (Santo & Marques, 2022). This statement is also supported



by To & Sung, who state that consumers with high hedonic motivation are motivated to shop online due to the happiness and satisfaction derived from the experience (To & Sung, 2014).

**H2. There is a positive influence of Access to Information on Attitude.**

27 The second hypothesis tests the positive influence of access to information on attitude. The results of this study show that access to information has a positive influence on attitude. This implies that the stronger the access to information, the more positive the consumer's attitude towards online shopping. Consumers who perceive online shopping as a good idea usually also believe that shopping on online platforms is beneficial in terms of obtaining information, comparing, and selecting the best products or services.

These results are consistent with research conducted by Setiyawan & Nuryakin (2019) and Santo & Marques (2022) (Santo & Marques, 2022; Setiyawan & Nuryakin, 2019). Ease of accessing information is beneficial for consumers making decisions about purchasing products or services (Santo & Marques, 2022). The availability of information is one of the reasons consumers choose online shopping (Santo & Marques, 2022).

**H3. There is a positive influence of Perception of Online Prices on Attitude.**

The third hypothesis tests the positive influence of the perception of online prices on attitude. The results of this study indicate that the perception of online prices has a positive influence on attitude. This means that the stronger the perception of online prices, the more positive the consumer's attitude towards online shopping. Consumers believe that online shopping is a better option than traditional markets because they perceive that online shopping offers more competitive prices. Consumers also feel that online shopping is a good idea because it allows them to save money.

11 These results are in line with the research by Khare et al. (2014). Price reduction is one of the most important factors for consumers to engage in online shopping (Khare et al., 2014). When consumers shop online, they can benefit from more competitive prices due to the increasing number of sellers (Santo & Marques, 2022). Consumers can also experience sensory stimulation and pleasure from price perception and discounts (Arnold & Reynolds, 2003).

**H4. There is no positive influence of Online Trust on Attitude.**

9 The fourth hypothesis tests the positive influence of online trust on attitude. The results of this study indicate that online trust does not have a positive influence on attitude. This may be because the respondents in this study represent a mix of various generations. According to research conducted by Feng and Ivanov in China, younger generations have a more supportive attitude towards online shopping than older generations (Feng & Ivanov, 2023). The research conducted by Utamanyu and Darmastuti in Central Java also states that older generations still carry elements of shopping in their era, where they need to touch, see, and convince themselves that the purchased items are suitable and fit with them (Utamanyu & Darmastuti, 2022).

These results are also consistent with the research conducted by Melani and Hamid (2023) in Indonesia, stating that there is no significant influence between online trust and attitude (Melani & Hamid, 2023). However, these results contradict the findings of research conducted by Akroush & Al-Debei (2015). Previous research states that online trust is an essential element in determining the attitude and purchase intention of consumers (Akroush & Al-Debei, 2015; Santo & Marques, 2022).

**H5. There is a positive influence of Attitude on Online Purchase Intention.**

3 The fifth hypothesis tests the positive influence of attitude on online purchase intention. The results of this study indicate that attitude has a positive influence on online purchase intention. This means that the stronger the consumer's attitude, the more positive their intention to purchase online. Consumers who believe that online shopping is a good idea will recommend

it to friends and family. Consumers who find online shopping enjoyable will continue to engage in online shopping in the future.

These results align with the research conducted by Das (2014) and Hebbar et al. (2020). Previous research states that attitude is one of the key predictors for consumers to engage in online shopping (Hebbar et al., 2020). Therefore, e-commerce platforms need to enhance factors that can improve consumer attitudes to increase online purchase intentions (Das, 2014).

## CONCLUSION

Based on research on the influence of hedonic motivation, perception of online prices, access to information, and online trust on attitude and purchase intention on e-commerce platforms, the main conclusions can be described as follows. First, hedonic motivation, perception of online prices, and access to information have a positive influence on consumer attitudes towards online shopping. Second, online trust did not have a positive influence on attitudes, likely due to generational differences in respondents. Third, consumer attitude has a positive influence on purchase intention. The implication is that e-commerce companies need to foster hedonic motivation in consumers by developing online shopping concepts that fit their lifestyles. Exciting features, games, and additional discounts can boost the spirit of shopping. Good access to information can be realized by requiring online stores to provide complete, structured, and easily accessible information. Perception of online prices can be improved by providing discounts at certain times or when reaching certain shopping limits, as well as implementing a free shipping system. However, this study has limitations, such as the use of consumer emotional variables alone and the uneven distribution of samples in various demographics. Suggestions for future research include adding utilitarian motivation variables and increasing the number and leveling of samples within each respondent's demographic.

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# THE INFLUENCE OF HEDONIC MOTIVATION, PERCEPTION OF ONLINE PRICES, ACCESS TO INFORMATION, AND ONLINE TRUST TOWARDS ATTITUDE AND PURCHASE INTENTION ON E-COMMERCE PLATFORM

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