



The influence of perceived behavioral control on online purchase intention with shopping motivation as the intervening variables in Tokopedia.

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ABSTRACT

The shift in people's offline to online shopping preferences, as well as limited mobility due to the COVID-19 pandemic, has changed consumers' perspective on shopping from satisfaction to desire to satisfy their needs. The objective of this study is to examine the influence of hedonic and utilitarian motives in mediating perceived behavioral control on purchase intention. The method used in this study is quantitative research, with data analysis method structural equation modeling (SEM-PLS) and SmartPLS software version 4.0 to analyze data. The population of this study includes Tokopedia consumers located in Jakarta. There are 130 respondents who participated in this study. The results of this study show that perceived behavioral control has a significant influence on hedonic motivation, utilitarian motivation, and purchase intention. However, hedonic motivation does not have a significant influence on purchase intention. Otherwise, utilitarian motivations show a significant influence on purchase intentions. This study also reveals that perceived behavioral control on purchase intention through hedonic motivation does not have a significant impact, and perceived behavioral control on purchase intention through utilitarian motivation showed a significant impact.

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INTRODUCTION

The development of technology and information, as well as changing lifestyle patterns due to the COVID-19 pandemic in 2020, has positively impacted the growth of e-commerce in Indonesia. With limited activities outside the home, people rely on e-commerce to fulfill their primary and secondary needs. Indonesian consumers' buying interest using e-commerce reached 58.1%, with a total overall transaction of Rp.476 trillion in 2022 (Kredivo, 2023). The development of e-commerce in Indonesia was supported by the growing number of internet users, which reached 66.48% in 2022 (Badan Pusat Statistik, 2022).

Tokopedia is an e-commerce categorized as a marketplace that offers a variety of products, promotions, and sophistication. Based on the results of an analysis report by Iprice Group (2020) regarding e-commerce trends in Southeast Asia, the Tokopedia platform once occupied the first position as the e-commerce market leader in Indonesia from 2016 to 2018. Still, due to the intense competition between e-commerce platforms today, the trend of Tokopedia platform users has decreased significantly. From the beginning of Quarter 1 in 2023, Tokopedia's total visitors reached 117 million visits per month and continued to decline until it reached 97.1 million trips per month in Quarter 3 (Ahdiat, 2023). The significant drop in visitor numbers shows that Indonesian consumers' interest in using Tokopedia as an online shopping alternative has declined dramatically over the past year. It is essential to explore the influence of perceived behavioral control and shopping motivations on online buying interest to increase visitor numbers and transaction value on e-commerce platforms (Arul Rajan, 2020). This study aimed to examine the impact of perceived behavioral control on purchase intention among Tokopedia users in the Jakarta region. This research was also conducted to determine whether there is an influence on consumer purchase intentions mediated by hedonic and utilitarian motivations. The usefulness of this study is to provide an overview and information about the variables that can influence consumer purchase intentions. Through this research, the company of Tokopedia is expected to re-evaluate the variables that do not influence consumers' purchase intention in order to increase the number of consumer buying intentions and the number of consumer visitors on the Tokopedia platform.

Hedonic motivation refers to the desire of consumers to buy products based on entertainment and pleasure, the desire to fulfill social needs, and the experience felt when shopping. Consumers often make hedonic purchases because the support of the rapidly developing web environment and the increasing number of users can create a pleasant experience during the online exploration and online transaction process (Barta et al., 2021). Several researchers concluded that hedonic motivation positively impacts online purchase intention (Anderson et al., 2014; Novella et al., 2020). Previous studies also concluded that utilitarian motivation refers to product purchases based on practical functions, usability, and encouragement of primary needs. The speed and accessibility of online information, with a wide range of data available in just one click, drives consumer buying interest to shift to online purchases. A recent study by (Muslikhun et al., 2022) stated that utilitarian motivation positively impacts online purchase intention. However, a study by (Novella et al., 2020) says otherwise.

Perceived behavioral control (PBC) of individuals is an important variable to explore because it describes individual beliefs about whether they will do or not do an action. This involves an individual's assessment of the availability of resources and time to act, followed by an estimate of the personal ability to carry out the behavior (Sartika, 2020). The theory of planned behavior studies has been conducted to determine if there's a significant influence between perceived behavioral control and purchase intention, and the results show that perceived behavioral control has a significant impact on purchase intention (Memon et al., 2020). Studies conducted by (Heptariza, 2020; Noor et al., 2020) stated that perceived behavioral control significantly influences online purchase intention. However, a recent study by (Yusuf & Zulfitri, 2021) found that perceived behavioral control has no significant effect on online purchase intention.

The discussion discussed above leads to the conclusion that an individual's behavior, especially when shopping online, is influenced by the individual's perceived behavioral control. The interplay between pleasure, emotional satisfaction, and purposeful goal-directed behavior illustrates the complexity of decision-making in activities such as online shopping. Several studies have been conducted to find out the role of perceived behavioral control on purchase intention, mediated by hedonic and utilitarian purchase motives, and the researchers found that perceived behavioral control mediated by hedonic and utilitarian motivation had a significant impact on purchase intention (Chen et al., 2020; Kim & Yang, 2019). The study perceived behavioral control

Many studies have been conducted regarding perceived behavioral control in other fields, such as the buying intentions in. However there is still little discussion regarding the role of perceived behavioral control and its influence on online purchase intention with hedonic and utilitarian variables as mediation on an e-commerce platform, especially in Tokopedia. In this research, the writers would like to examine the influence of perceived behavioral control and online purchase intention with hedonic and utilitarian motivations as mediating variables. The results of this study are expected to give precise information about the influence of perceived behavioral control on purchase intentions mediated by hedonic and utilitarian shopping motivation.

RESEARCH METHOD

This quantitative method was used with a causal approach to examine causal relationships between one variable and another (Sugiyono, 2013). The population used in this research were consumers in the Jakarta area who used Tokopedia. The data collection technique is distributing online questionnaires to respondents using Google Forms. The total number of respondents in this research was 130. Determining the number of representative samples depends on the number of indicators multiplied by 5 to 10 (J. Hair et al., 2010). The sampling procedure was executed with non-probability sampling with a convenience sampling approach (Suliyanto, 2018). The measurement scale in this study uses a Likert scale interval scale using numbers 1-5 to determine the strength of agreement or disagreement regarding questions or statements given in the questionnaire (J. F. Hair et al., 2017). Data were analyzed using the Structural Equation Model analysis method using SmartPLS 4.0. To evaluate this research's model, the writer measured the outer and inner models. The outer model consists of convergent validity and discriminant validity. The inner model consists of Cronbach's alpha, composite reliability, and R-squared.

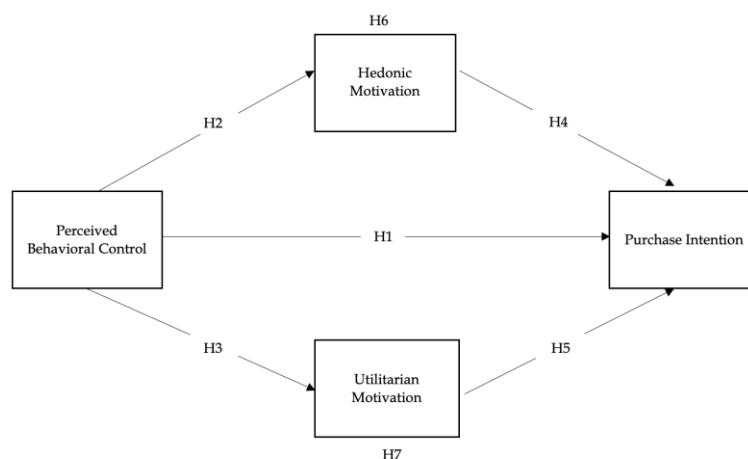


Figure 1. illustration of the research model

Figure 1 illustrate the research model and hypotheses that will be tested :

H1 : There is a positive effect of perceived behavioral control on consumer purchase intention on the Tokopedia platform.

H2 : There is a positive effect of perceived behavioral control on hedonic motivation intention among consumers on the Tokopedia platform.

H3 : There is a positive effect of perceived behavioral control on utilitarian motivation in consumers on the Tokopedia platform

H4 : There is a positive influence of hedonic motivation on purchase intention among consumers on the Tokopedia platform

H5 : There is a positive influence of utilitarian motivation on purchase intention among consumers on the Tokopedia platform

H6 : There is a positive effect of perceived behavioral control on purchase intention mediated by hedonic motivation on consumers on the Tokopedia platform

H7: There is a positive effect of perceived behavioral control on purchase intention mediated by utilitarian motivation on consumers on the Tokopedia platform.

Table 1. Data Variable Measurement

Variable type	Variable Name	Variable Indicator	Variable Category
Independent	Perceived Behavioral Control	PBC1. I can use Tokopedia platform to shop anytime PBC 2. Online shopping with Tokopedia is completely under my control PBC3. When I have enough money, I tend to use Tokopedia for shopping PBC4. I have the resources, ability and knowledge to use Tokopedia PBC 5. I can easily access information about product feautres using Tokopedia	Interval
Mediating	Hedoni Motivation	H1. When exploring the Tokopedia timeline, I can foget about my problems. H2. When exploring the Tokopedia timeline, I feel excited H3. When exploring the Tokopedia timeline I feel relaxed H4.I enjoy browsing products on Tokopedia enough that I forget to take a break H5. I will spend my free time using the Tokopedia platform to shop for fun H6. Using Tokopedia to shop, makes me happy	Interval
Mediating	Utilitarian Motivation	U1. I explore in Tokopedia platform to shop I browse the Tokopedia platform to buy better goods in terms of price or quality U2. I explore Tokopedia for efficient online shopping. U.3 I browse Tokopedia to gather information about products U4. I browse Tokopedia to get as much additional value as possible U5. When using Tokopedia for online shopping, I can easily find the product I am looking for. U6. Shopping using Tokopedia is able to fulfill my goals in online shopping.	Interval
Depentend	Purchase Intention	PI1. I will buy products from Tokopedia platform PI2. I will recommend buying from Tokopedia platform to my friends,colleagus, family P1.3I will not hesitate to provide information about Tokopedia to my friends, colleagues, and family. PI4. I am likely to transact with retailers on the Tokopedia platform in the future. PI5. If the opportunity arises, I intend to buy from the Tokopedia platform PI6. I will make a transaction from Tokopedia in the future	Interval

Table 1. Display the details of the variables, such as the indicators supported by the variables and the type of categories of each variable.

RESULTS AND DISCUSSIONS

Table 2. Respondent Demographic

Profile	Characteristics	Freq	Percentage	Profile	Characteristics	Freq	Percentage
Gender	Male	62	48%	Domicile	Central	17	13,1%
	Female	68	52%		West	36	27,7%
Age	17-25 Years	34	26,2%		South	52	40,0%
	26-35 Years	55	42,3%		East	13	10,0%
	36-45 Years	25	19,2%		North	12	9,2%
	> 46 Years	16	12,3%	< 1 Tahun	32	24,80%	
Education level	High School	35	26,9%	Usage period	1-2 Tahun	28	21,70%
	D3	10	7,7%		2-3 Tahun	50	38,80%
	Undergraduate	75	57,7%		> 3 Tahun	19	14,70%
	Graduate	9	6,9%				
Occupations	Postgraduate	1	0,8%				
	Students	22	16,90%				
	Employee	67	51,50%				
	Entrepreneur	27	20,80%				
	Retired	2	1,50%				
	unemploy	12	9,20%				

Table 2. shows the profile of the respondents. Respondent data obtained in this study amounted to 130 respondents located in Jakarta who used Tokopedia platform. The information reveals that the majority of participants in completing the survey were women, comprising 52% of the respondents. Additionally, 42.4% of the surveyed individuals fell within the age range of 26 to 35 years. Examining the educational qualifications, it is evident that 57% of respondents hold a bachelor's degree. The employment background data indicates that 51.5% of the participants are employed in the private sector. Geographically, 40% of the respondents originate from South Jakarta. Regarding the duration of Tokopedia usage, 38.8% of participants reported utilizing the platform for a period of 2-3 years.

Figure 2, Figure 3 , Table 3, Table 4, Table 5 and, Table 6 illustrate the outcomes of data processing utilizing SmartPLS software and structural equation modeling output.

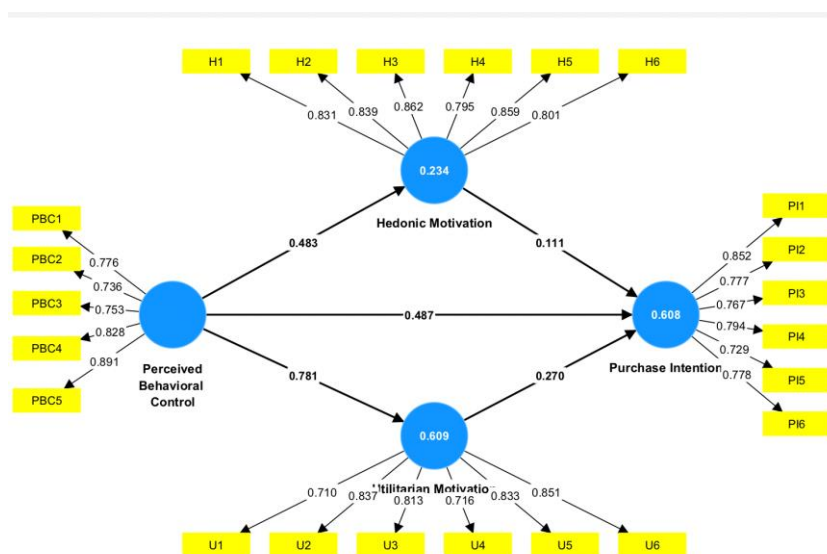


Figure 2 . Structural Equation Model Output

Convergent validity is evaluated through the outer loading or loading factor values of each indicator against the construct. An indicator is considered valid if its value is above 0.50, and any value below this threshold will be eliminated and subjected to re-testing (Costello & Osborne, 2005). The data shown in Figure 2 shows all the indicators exceeding 0.50. Therefore, all the indicators are considered as valid.

The discriminant validity shown in Table 3 indicates that the ratio value for each variable is below 0.90, suggesting that all indicators within the research model have been effectively discriminated (Henseler et al., 2015).

Table 3. Discriminant Validity

	Hedonic	PBC	Purchase Intention	Utilitarian
Hedonic				
PBC	0.528			
Purchase Intention	0.517	0.863		
Utilitarian	0.532	0.885	0.793	

The result implies in Table 3, shows that all the indicators in this research can precisely measure their respective constructs, demonstrating the successful passage of the validity test for all variables.

Furthermore, a reliability test is conducted to measure the level of internal consistency between indicators and their ability to measure their constructs. A questionnaire is considered reliable for use as a research instrument when the composite reliability value and Cronbach's Alpha value both exceed 0.70 (Leguina, 2015).

Table 4. Reliability and Cronbach Alpha

	Cronbach's alpha	Composite reliability
Hedonic	0.912	0.931
PBC	0.857	0.898
Purchase Intention	0.874	0.905
Utilitarian	0.883	0.911

The results in Table 4 shows that all variable exceeding 0.70, can be inferred that all the constructs have met and successfully cleared the reliability assessment criteria. The final analysis is the coefficient of determination (R^2), which measures the goodness of fit (GOF) of the model. The higher the R^2 value, the better the model design. R^2 values are divided into 3 categories, significant if the value is >0.75 , Medium if the value is 0.50 ± 0.75 , and weak if the value is $0,25 \pm 0,50$ (Munawaroh & Widuri, 2022).

Table 5. R-Square (R^2)

Variable	R-square
Hedonic	0.234
Purchase Intention	0.608
Utilitarian	0.609

In Table 5, it can be seen that the value of R^2 for the Hedonic motivation of consumers on the Tokopedia platform in Jakarta is 0.234, which explains the value of hedonic motivation is able to mediate the influence of perceived behavioral control on purchase intention by 23.4%. For the R^2 value on purchase intention, it shows 0.608 means that the value of consumers' purchase intention can be influenced by perceived behavioral control, hedonic motivation, and utilitarian motivation as much as 60.8%. Finally, the R-Square value on utilitarian motivation shows 0.609, which

explains that the value of utilitarian motivation is able to mediate the influence of by perceived behavioral control on purchase intention as much as 60.9%.

Referring to the R^2 categories, this study shows that hedonic motivation has a value of 0.234. It can be concluded that the hedonic variable in this study is classified as weak. Purchase intention with a value of 0.608 and utilitarian motivation with a value of 0.609 can be classified as moderate. Other researchers argued that an R^2 between 0.10 ± 0.50 is acceptable in social science research. When some or most of the explanatory variables are statically significant as the interpretation of R-squared (Ozili, 2023).

Path coefficients are evaluated by hypothesis testing using the t and p values generated by the PLS algorithm. These values indicate whether the hypothesis in this study is supported or not. The path coefficients for hypothesis testing are presented in Table 6. The hypothesis can be supported if it has a t value is more than 1.645 and a p-value lower than 0.050 (Hair et al., 2021).

Table 6. Hypothesis Test

Hipotesis	Jalur	Original sample (O)	T statistics (O/STDEV)	P values	Keterangan
H1	PBC -> Purchase Intention	0.487	4.463	0.000	Signifikan
H2	Hedonic -> Purchase Intention	0.111	1.727	0.084	Signifikan
H3	Utilitarian -> Purchase Intention	0.270	2.723	0.006	Signifikan
H4	PBC -> Hedonic	0.483	7.954	0.000	Signifikan
H5	PBC -> Utilitarian	0.781	22.097	0.000	Signifikan
H6	PBC -> Hedonic -> Purchase Intention	0.053	1.591	0.112	Tidak Signifikan
H7	PBC -> Utilitarian -> Purchase Intention	0.211	2.628	0.009	Signifikan

From the hypotheses testing results in Table 6, it can be seen that H1 reveals the original sample value of 0.4887, the t-value of 4.463 means higher than 1.645, and the p-value of 0.000, which is less than 0.050. it indicates that the first hypothesis states that perceived behavioral control significantly influences purchase intention. These results align with the research conducted by (Noor et al., 2020). The consumer perceptions of the flexibility they have and the ease of use will increase consumers' experience and influence consumers' purchase intentions. The results of H2 show the original sample value of 0.111; the t-value of 1.727 means higher than 1.645, and the p-value of 0.084 is higher than 0.050. It indicates that H2 or hedonic motivation is not significantly supported by purchase intentions. The results of this research provide very interesting results because they state different statements from the research conducted by Anderson et al (2014) & Novella et al (2020). The hypothesis testing for H3 shows the original sample of 0.270, a t-value of 2.723, and a p-value of 0.006, indicating that utilitarian motivation has a significant influence on purchase intention. The results do match the research conducted by (Muslikhun et al., 2022). The outcome of H4 shows the original sample value of 0.483, with a t-value of 7.954 and a p-value of 0.000, indicating that perceived behavioral control has a significant influence on hedonic motivation. The results of this study are in line with the study conducted by Giantari et al (2013) and Peña-García et al. (2020). The conclusion of H5 shows the original sample value of 0.781, the t-value of 22.097, and the p-value of 0.000 means it is less than 0.050, indicating that perceived behavioral control has a significant influence on utilitarian motivation. The results of H6 show the original sample value of 0.053 and the t-value of 1.591 with a p-value of 0.112 which is higher than 0.050 means that perceived behavioral control has no significant influence on purchase intention mediated by hedonic motivations. For the last hypothesis test, H7 shows the original value of 0.211, a t-value of 2.628, and a p-value of 0.009, which is lower than 0.050, indicating that perceived behavioral control has a significant effect on purchase intention mediated by utilitarian

motivations. The results of this research show findings that are in line with research conducted by Chen et al (2020) and Kim & Yang (2019).

CONCLUSION

The objective of this research is to examine the influence of perceived behavioural control and shopping motivations on the online purchase intentions of consumers using the e-commerce platform Tokopedia. The results of the study found that consumers' perceived behavioral control has a significant impact on their intention to make online purchases on Tokopedia. This suggests that there is a correlation between the level of control consumers perceive they have over external factors during the online purchasing process and their purchase intentions. This is especially apparent in their conviction regarding their capability to conduct information searches and make purchases via the Internet (Peña-García et al., 2020). Trust and ease of use have been studied by the previous research conducted by (Ramadhan et al., 2021). The results of the studies stated that both internal and external factors influence consumer buying decisions.

The second conclusion presents findings that differ from most previous studies. Although previous researchers found a relationship between shopping motivation and purchase intention, this research suggests otherwise. This study reveals that consumers' hedonic motivation does not influence the consumers in Jakarta purchase intention on the Tokopedia platform. It also implies that the satisfaction or joy obtained from utilizing the Tokopedia platform may not exert a significant influence on the online purchasing intentions of users of Tokopedia in Jakarta. Instead, utilitarian motivations significantly influence consumers' online purchase intentions. In the recent studies that have been conducted by Candra, Pratama, & Dianti (2021), after the pandemic of Covid-19, consumers prioritized their needs rather than their wants. In this case, in order to enhance the online purchase intentions of consumers, Tokopedia should concentrate on factors that can boost the utilitarian motivation for online shopping so that the purchase intentions will be increased (Hamid et al., 2019)

The outcomes from this study also show a significant influence of perceived behavioural control towards hedonic and utilitarian motivation. Related to perceived behavioural control on purchase intention for consumers who have utilitarian shopping motivations, it is suggested that Tokopedia should maintain and increase trust-building measures such as secure payment options, reliable product quality, and transparent seller evaluation. It is expected that using this method can increase consumer confidence in using Tokopedia for shopping (Dennis et al., 2020).

Another conclusion of this study was that perceived behavioral control did not have a significant influence on purchase intentions which were mediated by hedonic shopping motivation. In terms of consumers' hedonic shopping motivations, it seems that individuals take pleasure in having the option to engage with others. Consumers appear to value the opportunity to acquire knowledge, learn about trends, and aspire to achieve success in online shopping, reflecting a desire for online shopping achievements (To & Sung, 2014). In the process of developing consumer purchasing intentions based on the results of this research, it can be suggested that Tokopedia develop features that can trigger consumer intentions to interact more with sellers in the application.

Tokopedia should concentrate on enhancing the user interface and overall experience to facilitate interactions between consumers and sellers. A smooth and user-friendly platform has the potential to foster heightened interaction and engagement (Manalu et al., 2020).

However, there is a significant influence of perceived behavioural control on purchase intentions which is mediated by utilitarian shopping motivation. Implement personalized product recommendations based on consumer preferences, especially those related to practical needs, in order to increase purchasing interest (Candra et al., 2021).

This research reveals that the factors impacting or fostering consumer intent to make purchases on digital platforms like Tokopedia include the perceived behavioral control and utilitarian motivation variables. The findings indicate shifts in consumer interest when utilizing digital platforms for shopping. Particularly in Jakarta, consumers prioritize fundamental needs and seek efficiency in terms of product pricing and utility during their online shopping experiences. Furthermore, the study highlights that the hedonic motivation variable does not have a significant effect on consumer purchase intention. Additionally, the research suggests that hedonic motivation does not serve as a mediator between perceived behavioral control and purchase intention. This implies that certain previously proposed theories, which suggested a positive correlation between hedonic motivation and purchase intention, as well as perceived behavioral control mediating purchase intention through hedonic motivation, do not align with the dynamics observed in the usage of the Tokopedia application in the Jakarta region.

The research limitations were due to the restricted number of respondents, the constrained study period and the rareness of the studies conducted in Indonesia regarding the influence between perceived behavioural control on online purchase intentions with hedonic and utilitarian motivation as a mediating variable among e-commerce platforms users. It is expected that future researchers will undertake more comprehensive investigations about the geographical scope, population size, and data collection to yield improved outcomes. The researcher can further develop this research by adding more supporting variables regarding to consumer behavior which can encourage consumer purchase intentions in using the Tokopedia platform.

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