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The Influence of Interactivity, Hedonic Motivation, and Performance Expectations on Purchase Intentions of HMNS Perfumery on the Shopee e-commerce platform

Nugraheni Pramestiti[1], Drs. Anas Hidayat M.B.A., Ph.D.[2]

[1,2] Islamic University of Indonesia

Corresponding Author : 20311173@students.uii.ac.id

Abstract

Most social media users like fast and easy e-commerce transactions. Effective communication between buyers and sellers influences buyer satisfaction when shopping online. Active public participation in online shopping drives the growth of e-commerce in Indonesia. This study discusses important elements that influence purchase intention in using e-commerce, such as interactivity, hedonic motivation, and performance expectancy. This study looks at the cause-and-effect relationships between the variables considered through hypothesis testing. This research data was used by testing primary data obtained from respondents using quantitative calculation research methods. This research aims to examine the component that drive the intention to buy goods online via e-commerce and analyze the function of each variable. There are 251 research samples from Shopee e-commerce users who were familiar with the HMNS Perfumery brand through an online survey (google form) and analyzed using SPSS and PLS-SEM by SmartPLS. The research results reveal that interactivity, hedonic motivation, and performance expectancy have a positive and significant effect on online purchase intentions through e-commerce. This study adds to the marketing literature on online purchase intentions through e-commerce. In addition, this study suggests marketing managers to manage important factors that can influence potential consumers' online purchasing decisions so that they can increase their sales.

Keywords: Interactivity, Hedonic Motivation, Performance Expectancy, Purchase Intention, e-commerce.

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INTRODUCTION

The growth in population in Indonesia with the widespread use of the internet and smartphones encourages business people to develop e-commerce platforms. Transactions using social commerce still involve manual and traditional interactions between buyers, sellers, and third parties such as chat applications or private banking services. Transactions using e-commerce process quickly without involving additional applications or third parties. In addition, e-commerce platforms also provide return and replacement services for defective or damaged products to protect customer rights (Marseto et al., 2019). This research examines factors that influence purchase intentions with e-commerce use such as interactivity, hedonic motivation, and performance expectations.

Interactivity has a significant impact in influencing hedonic motivation and performance expectancy. Customers feel they can interact with an advertisement on social media, they will find the advertisement more useful and entertaining to follow. As a result, they are interested in buying the product or service promoted in the advertisement. Today's customers are more interested in two-way communication rather than just receiving messages without any interaction (Sundar et al., 2014).

As this research shows, hedonic motivation plays an important role in social media advertising. As a result, marketers must use innovative and creative approaches when creating advertisements to increase the level of perceived utility in advertisements. As this research shows, hedonic motivation plays an important role in social media advertising. As a result, marketers must use innovative and creative approaches when creating advertisements to increase the level of perceived utility in advertisements. Additionally, as previously mentioned, marketers can utilize the aforementioned interactive tools to increase the influence of customers' hedonic motivation. According to (Alalwan, 2018), the combined use of various types of media, such as images, music, video, and audio, can also help attract consumers' emotional attention and, as a result, increase hedonic motivation.

The success of performance expectations has been shown to influence consumer purchasing decisions. In other words, consumers will be more likely to buy goods advertised on social media if the advertisement is perceived as having benefits (Chang et al., 2015). As mentioned previously, the high level of interactivity and the amount of information available in social media ads influence how users perceive the benefits of the ad. According to recent research on perceived relevance, advertising on social media is

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linked to customer needs and preferences. This shows that customers view social media ads favorably. The results are in line with previous research by (Shareef et al., 2017).

Based on previous research, interactivity has a supported relationship with purchase intention. The research results show that the more interactive a product is, the more likely consumers are to buy. Higher levels of interactivity are positively correlated with the desire to purchase low- or high-priced products, and lower levels of interactivity are positively correlated with the desire to purchase high-priced products (Summerlin & Powell, 2022).

Based on the results of previous research, it is said that interactivity and purchase intention do not have a significant relationship. Interactivity does not significantly influence purchase intention (Rachmawati et al., 2020). The results showed that some customers responded to interactions in different ways. Customers may be more influenced by the engagement level of a product or service than other factors such as brand, price, or other people's suggestions. Additionally, too many interactive options or unclear information can change the intention to purchase something.

Based on the results of previous research data, hedonic motivation has a supported relationship with purchase intention. The research results show that the causal relationship between hedonistic motivation and intrinsic or hedonic motivation indicates whether respondents in the study have hedonic or intrinsic incentives to use the website (Fard et al., 2019). Therefore, the desire to buy something via the Internet will be influenced by hedonic motivation.

Based on the results of previous research, hedonic motivation does not have a supportive relationship with purchase intention. Several research results show hedonic motivation is not significant to purchase intention. Social interactions, such as socializing with friends or family, and perceived risk do not influence hedonic motivation on purchase intention. In addition, factors such as lack of social intensity do not affect hedonic motivation for online shopping (Chakraborty & Soodan, 2019).

This research aims to examine the relationship between interactivity and purchase intention through e-commerce for cosmetic products that are members of the fragrance group, namely perfume, by explaining factors such as interactivity, hedonic motivation, and performance expectancy to motivate online purchase intention for perfume products through e-commerce. Therefore, it is hoped that the research can answer questions regarding what factors have a positive impact on online purchasing intentions through Shopee e-commerce.

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LITERATURE REVIEW

Interactivity

Interactivity is open-ended, two-way communication between buyers and sellers in which two or more parties influence each other simultaneously, including media and messages. Customers have better judgment and make more profitable decisions due to the high level of interactivity (Sohn & Kim, 2020). Interactivity can increase a sense of control which encourages customers to learn more about themselves when shopping via e-commerce (Kang et al., 2020).

Hedonic Motivation

Hedonic motivation causes pleasant emotions associated with impulsive purchases of utilitarian motives that are considered more personal and subjective (Jones et al., 2006). According to research conducted by Kim and Forsythe (2007) on how people buy clothes online, hedonic desires trump functional desires. More hedonists, such as hedonic customers who use product virtualization technology, will change their desire to purchase.

Performance Expectancy

The extent to which using multiple channels and technologies during purchasing benefits consumers is referred to as performance expectancy (Venkatesh et al., 2012). Consumer sales targets are greatly influenced by performance expectations. In other words, consumers who find social media advertising more profitable are more likely to be willing to buy the item being promoted. Therefore, advertisements must be created more attractively and include information that is newer and more reliable from the consumer's perspective.

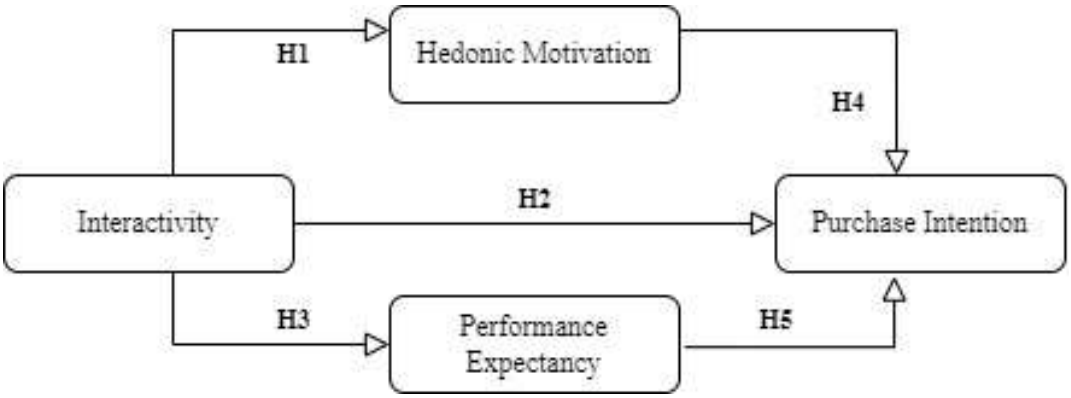
Purchase Intention

Using online purchasing intentions to achieve purchasing behavior goals is one way to achieve those goals (Lee and Lee, 2015). In this case, the customer decides to purchase a particular item. Purchase intent is the buyer's desire to satisfy their hidden needs and desires. One way to increase customer buying interest is to promote products via social media.

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Research Framework



Source: Adapted from (Alalwan, 2018)
Figure 1 Research Framework

RESEARCH METHODS

This research looks at the cause-and-effect relationship between the variables considered through hypothesis testing. This research uses the Convenience Sampling method. Authors can distribute questionnaires via social platforms such as WhatsApp, Twitter, and Instagram with this method to help obtain research samples. HMNS Perfumery Shopee was used as the object in this research. Convenience sampling is easy to use to collect data from an easily accessible population. This method is used by researchers to obtain samples quickly, effectively, and easily.

According to J. F. Hair et al. (2014), the minimum number of respondents is 5 to 10 times the number of observation parameters or question indicators for all variables in the study. In this research, 20 question indicators were used, so that 20 multiplied by 10 produces a total of 200 respondents. To avoid data corruption, this research used a sample of 250 respondents. By considering the capacity of the data analysis tool for a good response. Negotiation skills have numerous benefits

RESULTS

From the results of the questionnaire distributed, 251 respondents were obtained. Data analysis was then carried out from several respondents using an evaluation model calculated using the PLS algorithm. Several indicators including Convergent Validity,

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Discriminant Validity, Reliability, Bootstrapping (Inner Model), R-Square, Q-Square, and Path Coefficient Results are used to test the measurement model.

Convergent Validity Testing (Outer Model)

Table 1. Convergent Validity Test

Items	Research variable			
	HM	INTER	PE	PI
HM1	0.636			
HM2	0.615			
HM3	0.705			
HM4	0.642			
HM5	0.711			
INTER1		0.753		
INTER2		0.699		
INTER3		0.646		
INTER4		0.757		
PE1			0.716	
PE2			0.664	
PE3			0.728	
PE4			0.722	
PI1				0.748
PI2				0.713
PI3				0.586
PI4				0.729
PI5				0.604
PI6				0.617
PI7				0.798

Note: HM = Hedonic Motivation; INTER = Interactivity; PE = Performance Expectancy; PI = Purchase Intention.

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It can be concluded from the table that all indicators have met the criteria above the criteria (<0.50). So it can be interpreted that all indicators have good loading factor values. Thus, the values shown in the table conclude that all variables in this study are declared valid.

Discriminant Validity Test

The discriminant validity test benchmark is based on the results of measuring the Fornell-Larcker Criterion values which are shown in the following table.

Table 2. Fornell-Larcker Criterion for Discriminant Validity Tests

	HM	INTER	PE	PI
HM	0.663			
INTER	0.771	0.715		
PE	0.737	0.739	0.708	
PI	0.745	0.728	0.740	0.689

In the discriminant validity results table, it can be seen that the results of each variable item mostly have a greater value than the variables below it. For example, the value of item interactivity (0.771) is greater than the performance expectation value of the item which remains in the bottom row (0.737). Likewise, the performance expectation item (0.739) is greater than the purchase intention value (0.728). The results of the discriminant validity test show that this research variable is said to have discriminant validity and the results are valid.

Reliability Testing

In research, not only convergent and discriminant validity must be tested, but also reliability which can be measured using composite reliability and Cronbach's alpha. A variable is considered reliable if it has a composite reliability and Cronbach's alpha value of more than 0.40 (Noor, 2017).The results of the variable reliability test in the outer model can be seen in the following table.

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Table 3. Variable Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability (CR)
Hedonic Motivation	0.680	0.796
Interactivity	0.681	0.807
Performance Expectancy	0.669	0.801
Purchase Intention	0.814	0.862

The table shows that Cronbach's Alpha and Composite Reliability (CR) values of more than 0.6 for each variable are reliable because each variable meets the criteria used in this research.

Bootstrapping (Inner Model)

In this research, a structural model test, also known as an inner model, is used to determine the relationship between variables. For the structural model, the R-square (R2) value was tested for the dependent variable. The independent variables are tested using the path coefficient (path coefficient). In this test Q-square, coefficient of determination, and collinearity are used. An image of bootstrapping in structural model testing can be seen in the following image.

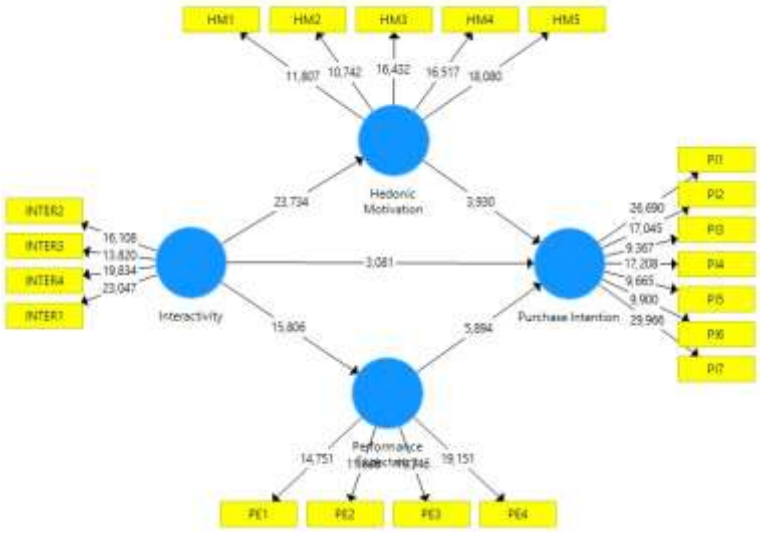


Figure 2. Bootstrapping Structural Model Testing

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Coefficient of determination test (R-Square)

One of the most commonly used ways to measure how well exogenous variables describe endogenous variables is to use R-square, which is a form of measure of a model's predictive power. This coefficient is calculated as the squared correlation between the predicted value and the actual specific endogenous construct. This coefficient certainly shows the combined effect of variables on the endogenous latent variable. The table shows the R^2 results of each variable as follows:

Table 4. Coefficient of Determination Test Results (R-Square)

	R Square	R Square Adjusted
Hedonic Motivation	0.595	0.593
Performance Expectancy	0.546	0.544
Purchase Intention	0.654	0.650

Predictive Relevance Test (Q- Square)

Q-Square is not used in model estimation because it is an indicator of a structural model resulting from an accurate data sample or predictor (Hair et al., 2016). For the reflection of certain endogenous latent variables to show relevant path model predictions for certain dependent constructs, in the structural model the Q squared value must be greater than zero ($Q^2>0$) (Hair et al., 2016). The Q-square results in this research can be seen in the following table.

Table 5. Q-Square Test Results

	SSO	SSE	Q^2 (=1-SSE/SSO)
Hedonic Motivation	1255,000	940,587	0,251
Interactivity	1004,000	1004,000	
Performance Expectancy	1004,000	741,772	0,261
Purchase Intention	1757,000	1233,413	0,298

Path Coefficient Test

The path coefficient is a step to test the hypothesis results, which are calculated using the SmartPLS application using the bootstrapping technique. Based on the bootstrapping results above, it shows that all hypotheses are supported.

This is because it is in line with the principles of Hair *et al.* (2016),which says that the T-statistics value must be more than 1.96, and the P-value must be less than 0.05.

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Therefore, Hypothesis one to Hypothesis five are supported. The following table explains in detail the results of path coefficient testing.

Table 6. Path Coefficient Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Interactivity -> Hedonic Motivation	0,771	0,771	0,032	23,734	0,000
Interactivity -> Purchase Intention	0,239	0,236	0,078	3,081	0,002
Interactivity -> Performance Expectancy	0,739	0,738	0,047	15,806	0,000
Hedonic Motivation -> Purchase Intention	0,317	0,321	0,081	3,930	0,000
Performance Expectancy -> Purchase Intention	0,330	0,332	0,056	5,894	0,000

DISCUSSION

The Influence of Interactivity on Hedonic Motivation

The findings obtained from the results of this research indicate that the interactivity variable has a positive and significant effect on Hedonic Motivation. This is in line with previous research that defines interactivity as the main antecedent of brand engagement (Ric & Benazić, 2022).The more interactions that occur between sellers and consumer s in e-commerce have higher the potential to increase consumers' desire to shop online which involves consumer behavior such as pleasure and satisfaction. In this research, the frequency of respondents' visits to the Shopee application shows that interactivity can influence Hedonic Motivation. The high frequency of visits shows that a high level of interactivity occurs, especially with HMNS Perfume, so this triggers the emergence of Hedonic Motivation

The influence of interactivity on purchase intention through e-commerce

This research found that there is an influence on the relationship between interactivity and online purchase intentions through e-commerce. This means that no matter how much interactivity occurs in e-commerce, it will encourage application users

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to make purchases. Since interactivity is a major factor influencing purchase intentions on social commerce platforms, researchers should analyze this feature thoroughly to gain a better understanding of the impact of network interactivity (Alsoud et al., 2022). As the results of previous research, interactivity influences purchase intentions indirectly through trust. The way consumers view brand loyalty also depends on how interactivity influences purchase intentions (Liao et al., 2019). In online marketing, a concept called the interactivity variable refers to the level of interaction or involvement that occurs between customers and HMNS Perfumery e-commerce.

The Effect of Interactivity on Performance Expectancy

Based on the research results, it was found that the relationship between the interactivity variables and performance expectancy was supported. The relationship between the two variables is significantly positive, meaning that interactivity has a positive influence on performance expectancy. Since a person may have positive or negative feelings towards something, a person's perspective can be thought of as their predisposition to do something. Attitudes are primarily influenced by perceived interactions and performance expectations. Additionally, attitudes and performance expectations will significantly precede a person's desire to use technology. As the results of previous research show, interactivity has a significant effect on performance expectancy (Lutfie & Marcelino, 2020).

The influence of Hedonic Motivation on purchase intention through E-commerce

The relationship between the two variables is significantly positive, meaning that hedonic motivation has a positive effect on purchase intention. The research results Novela et al. (2020), show the same results as the results of this study. HMNS Perfumery can create a more effective Shopee e-commerce marketing strategy by understanding and utilizing customer hedonic motivation. Hedonic Motivation refers to the urge or motivation that encourages someone to make a purchase based on personal satisfaction or pleasure, not just because of the need or function of the product itself.

The influence of hedonic motivation on HMNS Perfumery purchase intention can be related to the respondent's income level. Individuals who have income on the second scale based on the scale level proposed, tend to use their income as well as possible so that there is very little risk of excess when shopping.

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The influence of Performance Expectancy on purchase intention through E-commerce

Based on research results, performance expectancy refers to a person's expectations about the performance or benefits they think they will gain from using or purchasing goods. This performance is demonstrated by the speed and ease of online transactions, which are considered more efficient and time-saving. As a result, the better the performance of online purchase intentions, the greater the impact (Al-Hazmi, 2020). Customers who buy HMNS Perfumery perfume through Shopee e-commerce believe that the quality is good based on the information they get from customer reviews, product descriptions, or promotions displayed on HMNS Perfumery's official page. Good customer experience on e-commerce platforms can increase customer confidence in the products offered.

CONCLUSION

1. The results of testing the first hypothesis, namely the Effect of Interactivity on Hedonic Motivation, show a coefficient value of 0.771, a p-value of 0.000 < 0.05, and a t-statistic of 23.734 > 1.960. These results show that Interactivity affects Hedonic Motivation. So the hypothesis which states that **"Interactivity has a positive influence on Hedonic Motivation"** is accepted.
2. The results of testing the second hypothesis, namely the Influence of Interactivity on Purchase Intentions via e-commerce, show a coefficient value of 0.239, a p-value of 0.002 < 0.05, and a t-statistic of 3.081 > 1.960. These results show that interaction influences Purchase Intention through e-commerce. So the hypothesis which states that **"Interactivity has a positive effect on purchase intention through e-commerce"** is accepted.
3. The results of testing the third hypothesis, namely the Effect of Interactivity on Performance Expectancy, show a coefficient value of 0.739, a p-value of 0.000 < 0.05, and a t-statistic of 15.806 > 1.960. These results indicate that interaction influences Performance Expectancy. So the hypothesis which states that **"Interactivity has a positive effect on Performance Expectancy"** is accepted.
4. The results of testing the fourth hypothesis, namely the Influence of Hedonic Motivation on Purchase Intention, show a coefficient value of 0.317, a p-value of 0.000 < 0.05, and a t-statistic of 3.930 > 1.960. These results indicate that Hedonic Motivation influences Purchase Intention. So the hypothesis which states that

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"Hedonic Motivation has a positive effect on purchase intention through e-commerce" is accepted.

5. The results of testing the fifth hypothesis, namely Performance Expectancy on Purchase Intention, show a coefficient value of 0.330, a p-value of 0.000 < 0.05, and a t-statistic of 5.894 > 1.960. These results indicate that Performance Expectancy influences Purchase Intention. So the hypothesis which states that **"Performance Expectancy has a positive effect on purchase intention through e-commerce"** is accepted.

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