



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

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

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

1 Introduction

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

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

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

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

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

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

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

2 Methods

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

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

3 Results and Discussion

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

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

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

Table 1. Goodness-of-Fit

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

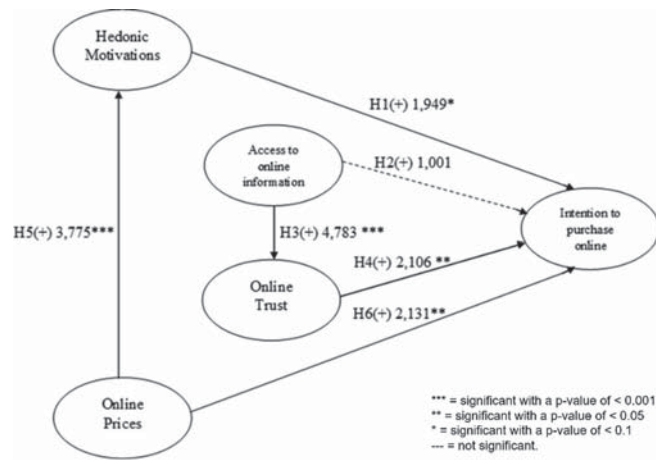


Fig. 1. Hypothesis test result model

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

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

Online prices have a positive effect on hedonic motivations, with results showing a standardized estimate of 0.464 and a critical ratio of 3.775 and a p-value of 0.001 (***), so that H5 in this study supported. Online prices have a positive effect on the intention to purchase online, with results showing a standardized estimate of 0.262 and a critical ratio of 2.131 and a p-value of 0.033 (**) so that H6 on this study was supported.

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

Table 2. Hypothesis Test Results

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

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

4 Conclusion

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

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

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This study aims to analyze the influence of transformational leadership and organizational culture on employee performance at PT. Krakatau Bandar Samudera (KBS). Business processes must be run professionally and accountable. Transformational leadership and organizational culture play an important role...

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The Impact of Knowledge Sharing on Knowledge Management Implementation in Improving Employee Performance (A Case Study at the Maintenance 3 Department of PT Petrokimia Gresik)

Arianto Dwi Leksono

PT Petrokimia Gresik is a complete fertilizer factory in Indonesia, which is also one of the subsidiaries of PT Pupuk Indonesia (Persero). To meet fertilizer needs in order to maintain national food security, in its development Petrokimia Gresik has developed new products by increasing production capacity...

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The Antecedents and Consequences of Perceived Learning Outcomes of Business Studies Curriculum: A Review and Agenda for Future Research

Bahtiar Mohamad, Ahmed Rageh Ismail, Jiraporn Chano

The importance of business and management curriculum in higher education is essential to offering students both current and future educational opportunities that are both high-quality and timely. Regardless of size, type, or origin, curriculum is recognised as the lifeblood of all educational institutions...

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Enhancing HR Capacity to Sustain in the New Normal

Devi Rachmasari, Edith Primadiana Tedjokusumo

The Covid-19 pandemic has impacted businesses, making us realize that humans have limitations in life's activities, including work. Most businesses that used to run their operations offline can no longer do it since the government limits face-to-face activities. This leads to issues in business sustainability...

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Implementation of Entrepreneurial Leadership: Will It Make Better or Worse?

A Study Case in Sukosari Village – Trawas District – Mojokerto – East Java

Elsye Tandelilin, Fitri Novika Wijadja, Yayon Pamula Mukti, Faizal Susilo Hadi, Nikmatul Ikhrom Eka Jayani, Karina Citra Rani

The paper aims to explore the entrepreneurial leadership implemented by the village leader to create a sustainable tourism village in Sukosari – Trawas district. The characteristics of an entrepreneur also determine the effectiveness of entrepreneurial leadership because an entrepreneur has a different...

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Digital Innovation in the Tourism Industry: Some Evidence from Indonesia

Hari Hananto, Veny Megawati, Aluisius Hery Pratono

While the pandemic placed extreme economic challenges, the tourism industry seeks disruptive adaptations by generating digital innovations that provide fertile ground in this global crisis. This article examines how digitalization has a subversive impact on the tourism and hospitality industries by exploiting...

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The Influence of University Identification and University Commitment on Extra Role Behavior

Calvin Richelling, J. L. Eko Nugroho

This study aims to determine the influence of University Identification and University Commitment on the Extra-Role Behavior of the University of Surabaya active students. This quantitative study used a purposive sampling design using a Likert scale at intervals. The questionnaire in this study has been...

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Energize and Strengthen Business Foundation for Winning Competition at Aqiqah Firm "Nurul Hayat, Surabaya"

Johny Rusdiyanto

Nowadays, when the existence of business foundations has not been strong because of the Covid-19 pandemic in all sectors. This will make all firms have to make a hard effort to find all opportunities for winning in the unpredictable business environment competition. Every firm needs solid competitive...

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Virtual vs. Physical Office: Which One Increases Productivity the Most?

Iffa Nurlatifah, Juliani Dyah Trisnawati, Muhammad Rosiawan

This study aims to compare the effects of virtual and physical office environments on employee productivity by conducting qualitative interviews with employees in both types of work environments. The interviews will find out how the employee feels about their work environment, how they work, and how...

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The Role of Strategic Leadership and Dynamic Capabilities in the New Reality of Today's Business World

Levina Kartika

In today's business world, especially after the volatility due to the global Covid-19 pandemic, the business world is shifting more to technology-based. Customers are also changing their preferences and behaviors. This study aims to discuss how strategic leadership helps the organization to face a new...

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Employee Performance Is Influenced by Leadership Style and Work Stress at Food and Beverage Company

Mohammad Nur Singgih, Roby Nur Akbar

Leadership style and work stress are factors that influence employee performance in organizations. Effective leadership can increase employee motivation, communication, and

performance, while ineffective leadership can decrease employee motivation and performance. High work stress can also reduce employee...

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Human Resource Training in Tourism Towards Sustainability in Ho Chi Minh City – Lessons from Bali

Vo Minh Truc

Through the two consecutive Indonesian events held in Bali island - a popular tourist destination - in the third quarter of 2022: the 17th G20 Summit and World Tourism Day 2022 themed "Rethinking Tourism" as well as the real experience in teaching, operating tours in the Bali - Indonesia market recently,...

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Organization Culture and Its Effect to Work Environment in Regional Water Supply Corporation

Muhamad Azis Firdaus, Hartanti, Dewi Megawati, Diah Yudhawati, Syahrums Agung

This study aims to analyze the influence of the dimensions of organizational culture, namely visible culture, espouse values and core values in the work environment. The research was conducted at two Regional Drinking Water Companies located in the Bogor area. The number of respondents was 96 employees...

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Improving Human Resources for MSME Actors Who Are Competitive Through Digital Transformation Training and Continuous Use of Technology

Nurul Badriyah, Abid Muhtarom

The development of MSMEs in Indonesia currently reaches 64 million, starting from culinary businesses, home industries, or small companies. From the data presented, the use of technology and digital transformation for MSME business media is still 30%, as 70% of MSMEs need to use technological facilities...

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Understanding Political Participation: A Theory of Planned Behavior Approach

Patipol Homyamyen, Waiphot Kulachai

This paper reviews some literature using the Theory of Planned Behavior (TPB) to explain political participation. Related articles published in the past ten years were systematically reviewed. The findings revealed that the TPB is suitable for explaining political participation in various countries....

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Entrepreneurial Mindset and MSME Performance: A Meta-Analysis

Siti Zahreni, Seger Handoyo, Fajrianthi

Research on the entrepreneurial mindset and its correlation with MSME performance shows varied results. We meta-analyzed the final 5 articles with a total sample size of 1,912 individuals and found a significant, medium correlation between entrepreneurial mindset and the performance of MSME. Due to the...

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The Military and Politics in Thailand: A Revisited Study

Sunthan Chayanon, Wijittra Srisorn, Tikhamporn Punluekdej

This study aims to: 1) study the context of the military and Thai politics and 2) examine why the military is successful in Thai society. This study is qualitative research that relies on a documentary study. The document analysis was undertaken by reviewing or evaluating printed and electronic documents....

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The Effect of Capacity Building with Increased Knowledge and Skills on Cooperative Chairmen's Performance Through Personal Value

Titin, Abdul Ghofur, Yunni Rusmawati

This study aims to analyze: (1) the effect of knowledge on cooperative chairmen's performance, (2) the effect of skills on cooperative chairmen's performance, (3) the effect of knowledge on cooperative chairmen's performance through personal values, and (4) the effect of skills on cooperative chairmen's...

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Are Habit, Social Influences, and Price Important to Actual Use of Online Food Delivery System (OFDS)?

Adhika Putra Wicaksono, Bobby Ardiansyahmiraja

Online Food Delivery Service (OFDS) can be defined as a transaction for the delivery of various foods through mobile handheld devices that allow consumers to connect to various local restaurants and food providers through mobile-based applications. In a developing country like Indonesia, the adoption...

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"We Still Know What You Did During the Pandemic": The Association Between Fear of COVID-19 and Preventive COVID-19 Behaviors

Fandy Tjiptono, Andhy Setyawan

The COVID-19 pandemic has triggered a sense of fear among many people around the world. While the effects of fear of COVID-19 on mental health have been studied intensively, its consequences on preventive health behavior have not. The current study aims to address this research gap by investigating the...

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

Elyza Novelia Sutandyo, Bobby Ardiansyahmiraja, Deddy Marciano, Indarini

The Covid-19 pandemic has changed human behavior and habits. The development of technology has had a lot of positive impacts that make it easier for people's lives to shop online to meet the needs of life. Tokopedia is one of the trending online shopping platforms and is most in demand by the people...

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The Determinants of Customer Satisfaction and the Mediating Role of Brand Image in the Indonesian Fast-Food Industry in Surabaya

Jeffry Pangestu, Christina Rahardja, Dudi Anandya

This study aims to shed light on the effects of determinants of customer satisfaction on customer loyalty with a particular focus on the mediating role of brand image in the context of the Indonesian fast-food industry. Based on the literature review of prior studies, the determinants of customer satisfaction...

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Intention to Visit Tourist Destinations: Bibliometric Analysis 2015–2022

Christy Natalia Rondonuwu, Achmad Sudiro, Fatchur Rohman, Ainur Rofiq

The Covid-19 pandemic has wreaked havoc on the tourism industry, which was once a potent engine for growth that could spur the growth of other economic sectors in a nation. Bibliometric methods were used to analyze the research data. The bibliographic data, including the number of authors and papers...

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Antecedents of Behavioral Intention and Continuance Usage of Mobile Payment Users in Indonesia During the Covid-19 Pandemic

Jeannette Vivian Dewi, Dudi Anandya, Indarini

Before 2020, the willingness of the Indonesian people to use mobile payment services was low or it could be said that it was still in the introduction stage. In 2020, due to the Covid-19 pandemic, the level of mobile payment usage in Indonesia increased dramatically, especially the OVO mobile payment,...

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The Effect of Word of Mouth Influence on Consumer Purchasing Decision

Ernita Dian Puspasari, Dewi Rakhmawati, Krisnawuri Handayani

This research aims to recognize the effect on how Word of Mouth by direct communication as a marketing tool related to consumer purchasing decision at NdalemRatu Singosari, one of a historic themed restaurant. The samples of this study were taken from 30 customers at the diner. This research uses validity...

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PayLater: An Antecedent to Consumption Behavior and Consumption Level in Gen-Z

Fatmasari Endayani, Roby Nur Akbar, Dyah Setyawati, Resanti Lestari

This study focuses on consumption level, consumption behavior, and the causal factor, PayLater. The population in this study was student sat public universities in East Java, with a total of 301,160 students. Based on the calculation of the sample size using the Slovin formula, the respondents in this...

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Purchase Intentions for Green Apparel of Zara Indonesia

Charles Eduardo, Dudi Anandya, Freddy Mutiara

This study aims to examine the factors influencing the purchase intention of Zara Indonesia's green apparel. 224 respondents who purchased Zara Indonesia, especially the eco-friendly clothing collection (JOIN LIFE), in the last six months and live in Indonesia were involved in this study. The analytical...

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Antecedents Factors that Influence CUstomer's Purchase Intention Towards Purchasing Counterfeit Products

Grace Felicia Djayapranara, Andhy Setyawan

Counterfeit products are a global problem that has become a hot topic of discussion in various circles. Many studies often blame counterfeit product manufacturers, but consumers also have a significant role in this problem. High consumer demand for counterfeit products causes counterfeit products to...

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Green Marketing Mix on Green Buying Intention: Consumer Purchasing

Behavior as a Moderating

Hayuning Purnama Dewi

Technological developments not only affect people's lives but also affect the environment. Public awareness in maintaining environmental health has become an issue every year. This study aims to determine the effect of green marketing mix on green buying intention, the impact of green marketing mix on...

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The Implementation of the Environmental, Social, and Governance Program to Support the Business Sustainability: A Case Study of Indonesian Companies

Handi Risza, Iin Mayasari, Hendrawan Krisna Adi, Iyus Wiadi, Retno Sri Handini, Ritzka Yauma Putri Driarkoro

This study analyzes the implementation of environmental, social, and governance in Indonesia to support long-term business continuity. This research anticipates government policies to support sustainable programs, activities, and performance. This research method applied a qualitative approach through...

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The Effect of Consumer Traits and Situational Factors on Online Impulsive Buying of Shopee Consumers in Surabaya During the Covid-19 Pandemic

Felisca Chelone, Indarini, Dudi Anandya

There are more and more internet users in Indonesia during the Covid-19 pandemic and people's shopping behavior has changed from offline to online. Many retail stores are expanding their market share by adding online stores. People who are increasingly consumptive during the Covid-19 pandemic have created...

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The Impact of Social Factors on Electronic Word-Of-Mouth (E-WOM) Engagement Behaviors in Online Community Websites

Jun Kumamoto, Yin Siming

In today's market, business transactions and communications with customers take place on digital platforms such as e-commerce and social media. This study aims to investigate the impact of social factors, namely social capital, social identity, and social influence, on the electronic word-of-mouth (e-WOM)...

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Understanding Impulsive Buying for Fashion Products in Generation Z

Laurentia Verina Halim, V. Heru Hariyanto, Ananta Yudianto, Setiasih, Erlin Anggraini, Kevin Parindra, Nada Ayu Yuniarti

Impulsive buying is unplanned, arouses passion, lack of deliberation, and more unbearable buying behaviour. Many things affect impulsive buying behaviour, but what will be understood in this research are brand image, price, mental budgeting, and self-control. Generation Z has its characteristics in shopping...

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Exploring Consumers' Impulse Buying Behavior on Social Commerce Platforms: The Role of Fear of Missing Out (A Study on Tiktok Livestream-Selling)

Mentari Septynaputri Widodo

Live streaming is becoming popular, and many social media vendors have adopted live streaming platforms. Live streaming has led to improve sales performance. In Indonesia, the live stream-selling market in Indonesia or selling via live streaming is growing. Some of them are on the video platform and...

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Assessing Hotel Attribute and Facilities to Online Hotel Popularity: Data Mining from Google

Muhammad Izharuddin, Jeng-Chung Chen

Today's online consumer reviews are one of the most important elements for hotel marketing. This study examines how hotel facilities, prices, and ratings can affect online reviews of hotel consumers. Using a data mining approach from 1,248 hotels in major cities in Indonesia, this paper estimates the...

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Roles of K-pop Idols as Brand Ambassadors for Gen Z's Buying Behavior in Indonesia's E-Commerce

Prita Ayu Kusumawardhany, Denis Fidita Karya

This study aims to analyze whether K-pop idols becoming a trend among generation Z also affect the brand image and customers' buying behavior when they become marketplace brand ambassadors. This study used a quantitative approach. Data were analyzed using path analysis and hypothesis testing processing...

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Social Media Influence and Political Activism: A Literature Review and Research Agenda

Sipnarong Kanchnawongpaisan, Waiphot Kulachai

This study aims to examine the influence of social media and political activism. In summary, the researcher found that social media is all around, giving people who can occupy a lot of media space, always has an advantage, especially the dominance of political ideas and

decision-making according to the...

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The Effect of Logistic Service Quality on Customer Satisfaction of PT. Global Jet Express (J&T Express)

Paulina Imelda, Adi P. Tedjakusuma, Antonius B. Setyawan

This present study aims to analyze what factors contribute significantly to customer satisfaction of logistic services' users in Indonesia with PT. Global Jet Express (J&T Express) as the research object. The theory used in this research was Logistic Service Quality (LSQ), consisting of timeliness,...

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Development of Educational Tourism in Tanjungan Reservoir, Mojokerto Based on Renewable Energy

Erna Andajani, Tuani Lidiawati Simangunsong, Arum Soesanti, Elieser Tarigan

Tanjungan Reservoir is a favorite tourist icon in Mojokerto. This tourist object has the potential for water, sunlight, garbage, and wind, which can be used as learning media for renewable energy. The research aims to describe tourists' views when educational tours using renewable energy are built in...

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The Identification and Categorization of Sustainability Practices in Higher Education: A Case Study in the University of Surabaya, Indonesia

Esti Dwi Rinawiyanti, Dianne Frisko Koan, Patricia Dewi Kusuma, Jesslyn Elaine Saputra

This study aims to identify the commitment of Higher Education toward sustainability. The content analysis method is used through data and information regarding programs and activities undertaken by the University of Surabaya (Ubaya) to address social and environmental issues in three years (2020–2022)....

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The Effect of Port Activity on PNBP Port Deposits (A Study at the Tobelo Class I UPPOffice 2018–2022)

Rayvaldo A. Karimang, Filus Raraga, Novriani M. Wangka, Faizal Susilo Hadi

Tobelo Port, as an exit for goods and services, has great prospects in revenue so that it can increase the deposit of non-tax state revenue (PNBP). This study aims to analyze how much PNBPN derived from Tobelo Port activities from January 2018 to June 2022 and determine each PNBPN group's contribution:...

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The Impact of E-Business' Website Quality on Shopee's Customer Satisfaction

Cintya Febriarizka, Fitri Novika Widjaja, Juliani Dyah Trisnawati

This study aims to examine and analyze factors that can influence consumer satisfaction when shopping online with the online shopping application service object Shopee. This study applied basic research with six variables: website design, information quality, security and privacy, transaction and payment..

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The Analysis of Multiple Channels Single Phase Queuing Model After the Merger: The Case of Bank Sharia Indonesia

The Case of Bank Sharia Indonesia

Immas Nurhayati, Diah Yudhawati, Muhammad Jibril Avessina, Leny Muniroh

Queues often happen in everyday life. Queues occur when the demand for services exceeds the capacity provided. Long queues with long waiting times indicate poor service, which can lead to customer dissatisfaction. One of the determining factors for the success of a company, especially companies engaged...

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The Effect of Food Quality, Convenience, Control, Customer Service, and Fulfillment on Customer Satisfaction and Behavioral Intention at Shopee Online Food Delivery in Surabaya

Agustina Dwi Maharani, Juliani Dyah Trisnawati, Anthonius Budhiman

This study aims to analyze whether food quality, control, convenience, customer service, and fulfillment directly and significantly influence satisfaction for Shopee online food delivery consumers in Surabaya and whether satisfaction directly influences customer satisfaction intentions at Shopee online...

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Improvement of the District Level Local Administration in Lao People's Democratic Republic

Khanouthone Phetlasy, Waiphot Kulachai

The district is a local administration that links the province and the village. It is directly responsible for protecting the common interests of the people according to the principles of governance, the strength of a particular country, or the strength of a specific state; it is precisely the resilience...

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Managing E-Tailing Service for Shopping Efficiency: A Case Study in Indonesia

Balkhis Nathasya Shafira, Siti Rahayu, Stefanus Budy Widjaja Subali

This study analyzes the effect of product assortment and shopping assistance on shopping efficiency for e-tailing customers in Indonesia and examines the mediating role of order fulfillment in product assortment on shopping assistance. This study involved 204 respondents who were analyzed using the Structural...

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The Effect of Destination Image, Tourist Satisfaction, Perceived Value, and Perceived Service Quality on Tourist Loyalty at Bali's Seminyak Beach

Bryan Amadeus, Stefanus Budy Widjaja Subali, Prita Ayu Kusumawardhani

Loyal visitors are essential to keep tourist destinations surviving and thriving. Tourist loyalty is a tendency to revisit tourist sites influenced by tourists' satisfaction. Quantitative research was conducted based on a theoretical model demonstrating how perceived value and perceived service quality...

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Sharing Resources in the Festival and Event Space: Some Evidence from Ketapanrame Indonesia

Veny Megawati, Hari Hananto, Ninik Juniati, Aluisius Hery Pratono

Recently, the festival and event sector suffered from crisis and uncertainty. Therefore, economic resilience and environmental sustainability become central for academicians, practitioners, and policymakers. This article aims to explore how the tourism industry finds ways to reenergize festival and event...

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Creating Shared Value: Turning Charity into Profit Abstract

Agung Surya Dwianto, Adrian Wijanarko, Annabel Noor Asyah, Fatimah Talitha Sahda, AnnisaRachma Putri

"The Gade Clean and Gold" program is a Creating shared value program initiated by PT. Pegadaian applied the Triple Bottom Line principle to carry out social, economic, and environmental responsibilities and create economic value for the company. The program is run by PT. Pegadaian prioritizes balance...

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IT and the Performance of Healthcare Through the Transaction Cost Mechanism During Turbulence Conditions

Andri Rianawati

This article aims to investigate the connection between hospital performance under

challenging circumstances and information technology. This study used a quantitative approach with an online survey. A structural equation model (SEM) with Smart PLS was used for data analysis. The findings of this study...

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Factors Affecting the Stock Return (In the Company Property, Real Estate and Building Construction Which is Incorporated in the Indonesia Sharia Stock Index (ISSI))

Muhammad Imam Sundarta, Angga Prasetya, Muhamad Nur Rizqi, Rasiman, Ecin Kuraesin

This study aims to examine the extent to which the current ratio, total asset turnover, price earning ratio, and debt to equity ratio affect stock returns. The research sample used in this study were 44 property, Real Estate and building construction companies that are members of the Indonesian Sharia...

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Measuring the Behavior of Traders Toward Market Relocation Policies Based on the McNemar Test

Bambang Budiarto

By employing the McNemar Test, this study aims to determine the behavior of traders. More precisely, this study measures the behavior of traders through changing/non-changing attitudes after conducting dialogue between traders and the government concerning the trader's relocation agenda. The sample of...

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Factors Influencing the Young Entrepreneurs to Implement Green Entrepreneurship

Dewi Kurniaty, Aris Subagio, Lingga Yuliana, Steffano Ridwan, Hana Fairuz

Micro, Small, and Medium Enterprises (MSMEs) provide enormous opportunities for innovation and entrepreneurial development during the Covid-19 pandemic. Entrepreneurship has a strategic role as a basis that supports national economic growth and is proven to have a resilience that can overcome the negative...

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Ensuring Sustainable Quality Education Through SDGs 2030: Evidence from a (Big-4) Public Accountant Firm

Valentina Elim, Dianne F. Koan

This research brings a new perspective on Corporate Social Responsibility (CSR) and Sustainable Development Goals (SDGs) 2030. By adopting a study case from Deloitte Indonesia, this study aims to inspire the best practice of how a Big-4 Public Accountant Firm undertakes its social responsibility to ensure...

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The Development of Money Laundering Knowledge in Relation to the Electronic Money

Amelia, Fidelis Arastyo Andono

According to the United Nations Office on Drugs and Crime (UNODC) forecast, the amount of money laundered globally amounted to 2–5% of the global GDP. The money laundering process has changed over time, and the use of electronic money has increased over the years. Previous research has shown that the...

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Trowulan Tourism Market (Pawitra): Transformation and the Use of Metaverse Technology to Strengthen Digital Experience

Noviaty Kresna Darmasetiawan, Bonnie Soeherman, Olivia Tanaya, Andri Rianawati

This study aims to analyze (1) what strategies can be implemented to re-run Trowulan People's Market?; (2) what is the strategy for transforming the Trowulan People's Market into the Trowulan Tourism Market (Pawitra)?; (3) how is the innovation and use of Metaverse technology in the Trowulan Tourism...

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Overview of the Life of Vietnamese-Singaporean Multicultural Families in Ho Chi Minh City: Insiders' Perspective

Phan Thị Hồng Xuân, M. A. Võ Minh Trức

In the context of international integration, global migration has become a common phenomenon, especially marriage migration. Ho Chi Minh City, Vietnam, is also a popular destination for overseas residents to live and work, notably Singaporeans, many of whom have married Vietnamese women and continue...

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Corporate Social Responsibility and Earnings Management: Ethics Perspective

Agnes Claribella Hidayat, Felizia Arni Rudiawarni, Rizky Eriandani

The purpose of this study is to provide empirical evidence and determine how corporate social responsibility (CSR) influences earnings management. This study utilized 305 samples selected using the purposive sampling technique. From 2017 to 2021, the research sample consists of all primary sector companies...

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Solid Waste Management for Sustainable Ecovillage: A Case Study of Tanjung Dam Ecovillage, Mojokerto

Erna Andajani, Tuani Lidiawati Simangunsong, Arum Soesanti, Elieser Tarigan

This study aims to observe the waste characteristic and analyze the solid waste management system in the tourism destination of Tanjung Dam Ecovillage, Mojokerto, Indonesia. The sampling and interviews were conducted to estimate solid waste's characterization and management practice. The findings show...

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An Analysis of Educational Policies, Practices, and Challenges in Thailand and Finland

Wijittra Srisorn, Sunthan Chayanon, Danty James

As there is a growing demand for better education to prepare the young generation by reducing the knowledge and skill gap; thus, it is important that countries must look into their educational systems and analyze any pitfalls. Educational policies do not come from a vacuum but from the careful drafting...

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