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## Benefit Perception Analysis, Risk Perception, Hedonic Motivation, Psychological Factors, Web Design To Online Shop Purchase Decisions

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### Abstract

This study aims to determine what factors influence consumer decisions to buy through an online shop. The factors that the researchers took were perceived benefits, perceived risks, hedonic motivation, psychological factors, and web design. This research is a quantitative study by taking a study at ITB AAS Indonesia. The population in this study were all academicians of ITB AAS Indonesia who have ever made purchases on the line shop. The sample in this study amounted to 142. The technique of collecting data by distributing questionnaires and interviews. The analytical method used is multiple linear regression analysis. The results obtained in this study are the variables of perceived usefulness, hedonic motivation, and web design have a positive and significant effect on online shop purchasing decisions. Meanwhile, risk perception and psychological factors do not have a significant effect.

**Keywords:** Benefits, Risks, Hedonic motivation, Consumer decisions, Online shop.

### INTRODUCTION

For the people of Indonesia today, online shops or online businesses are now not something strange. In Indonesia, the online shop culture began to develop around the 2000s. All of that is marked by the emergence of various startups playing in the field of

buying and selling products (Syafitri, 2019). In online trading, prospective buyers can choose products through images such as Instagram, Twitter, Facebook, and others, while payments are made through bank accounts. So the buyer and the seller do not meet in person. Nowadays, social media has become one of the media that makes it easier to shop online. Several online shops that are developing in Indonesia include Tokopedia, OLX, Lazada, Matahari Mall, Bukalapak, Shopee, Bibli.com, Elevania, Zalora, and so on.

Online shopping is currently very popular among the public. Based on data from the 2019 Central Bureau of Statistics (Syafitri, 2019), the number of e-commerce transactions during 2019 was 24,821,916 times with a total transaction value of 17.21 trillion. This data represents a very large number. The online shop purchase decision, which is starting to be popular with Indonesians, makes it interesting to study the factors that influence it. Consumer purchasing decisions in an online shop are an important matter for online shop entrepreneurs to pay attention to. Consumer purchasing decisions in an online shop are important for online shop entrepreneurs. The factors that influence consumers to shop online will be a consideration for the company how a marketing strategy will be carried out next. Companies need to make efforts to build communication with consumers, build a brand image for consumers through marketing strategies, and innovate the company's new product variances.

Today's intense competition in online shops makes companies have to be able to play a reliable marketing strategy and be able to attract consumers so that they can win the market. A product that has different characteristics from other products and has good quality, then the product will be a product that is likely to have loyal customers.

Several previous studies have been conducted to determine the factors that influence the community in choosing to shop online, including benefits, risks, hedonic motivation, psychological factors, online store web design and so on.

This study takes the benefits, risks, hedonic motivation, psychological factors, online store web design on purchasing decisions. Several previous studies have examined these five factors in online buying decisions.

Perception of benefits factors on online shop purchasing decisions. Some of the previous studies include research (Krisnanda & Rulirianto, 2019);(Aprillia, 2017);(Adnan, 2014) where the results of the study show that people perceive online shopping to be more profitable and more beneficial than buying directly, so that people decide to shop online. Risk perception factors on online shop purchasing decisions. Some of the previous studies are research by Aprillia, (2017) which states that risk perception can improve consumer behavior to shop online. Hedonic motivational factors for online shop purchasing decisions. Several previous studies, namely research by Prashar et al., (2017) and Amalia, (2017) state that high hedonic motivation in a person can increase purchases through online shops. A person's psychological factors on online shop purchasing decisions. Some of the studies include research Nofri and Hafifah, (2018), where a person's psychological factors can increase a person's decision to make a purchase through an online shop. Web design factors on online shop purchasing decisions. Several previous studies of Syarif and Wijayanto, (2017) found that increasingly attractive web designs are increasingly making decisions at these stores online.

Based on the explanation above, the researchers are interested in examining the perceived usefulness factors, risk perceptions, hedonic motivation, psychological factors and web design on product purchasing decisions through an online shop.

The purpose of this study was to determine the factors that can influence consumers in making product purchase decisions in the online shop and the most dominant factors in influencing consumers to buy products in the online shop. The urgency of research is for companies or people who buy and sell online as their main or secondary profession. The results of this study are expected to be used as information and input for them to determine the factors that are considered by consumers to consume the online products offered so that the company or the public can always improve their strategies in order to increase consumer interest in buying online. for the academic field, add to the knowledge of marketing management science, and can be used as a reference for further researches.

### ***Purchase Decision***

Purchasing decisions according to Kotler, (2002), measures consumers to buy or not to buy the products. From the factors that influence consumers in purchasing a product or service, usually consumers always consider the benefits, risks, prices, quality of goods, and so on before consumers decide to shop online. Purchasing decisions by consumers are behavior in which consumers decide to make purchases for certain products (Adilang et al., 2014).

Indicators of an online purchasing decision making according to Devaraj et al., (2003) are efficiency for easy search, value (competitive prices and good quality, interaction (information, security, load time, and navigation). According to Prastiwi, (2018), decision making indicators include recognizing needs, continuing with priority to use certain products, looking for information, evaluating other alternatives, buying decisions, evaluating post-decision making.

### ***Perceived Benefits***

According to (Subagio, 2011), the perception of benefits is an impetus in a person to evaluate motives in getting a quality product or service, as well as efficiency in time and energy. The concept of "benefits" refers to the extent to which an innovation is considered more useful to replace existing ideas/ideas (Karayanni, 2003). The benefits of shopping online are convenience, economic efficiency, as well as entertainment. Online product information, online order acceptance, and ease of delivery of goods can minimize costs and shopping time. Consumers are not only free to seek product information, but the distribution of fire is also free in comparing products between competing producers (Park & Kim, 2006). The ease of shopping online can save you energy and time in the buying process (Chen et al., 2010); (Schaup & Belanger., 2005).

Various indicators in measuring perceived benefits, including according to (Adnan, 2014) in measuring consumers' perceived benefits when making online purchases, namely: (a) Ease (convenience); (b) Convenience (convenience); (c) Availability (availability). According to Suhir et al., (2014) indicators of perceived benefits are convenience, convenience, and availability. According to Pekerti & Briliana, (2016) indicators of perceived benefits include 24-hour time availability, detailed product information, product information, previous consumer references, unique/new products, payment options. According to Chakraborty & Soodan, (2019) indicators of benefit perception are information accessibility, convenience, cost-effectiveness, and product selection. From the various indicators above, indicators of the perceived benefit variables in this study are convenience, convenience, product choice, payment, and detailed product information.

Various studies have been conducted previously regarding the perceived benefits of online shop shopping decisions. Research (Krisnanda & Rulirianto, 2019);(Ma'munillah & Widarko,

2018);(Prashar et al., 2017);(Aprillia, 2017);(Adnan, 2014) perceived benefits have a positive and significant effect on consumer behavior to shop online

### ***Risk perception***

Shopping online is accompanied by a sense of uncertainty among consumers. Feelings of fear of the consumer's perceived risk. Although shopping online has many benefits, consumers perceive the risk of shopping online to be higher than shopping directly (Forsythe et al., 2006);(Lee & Tan, 2003). According to Adnan, (2014) various consumer risk perceptions when making online purchases, including (a) product risk; (b) convenience risk; (c) Non-delivery risk; (d) Financial risk.

The effect of risk perceptions on online purchasing decisions has also been done previously by Aprillia, (2017) that risk perceptions positively and significantly increase consumer behavior to shop online. Consumers make online purchasing decisions by minimizing the risks that may occur.

### ***Hedonic motivation***

According to (Tjiptono, 2008), hedonic shopping motivation is a person's desire to have fun for himself by visiting shopping centers for hours or the like, to enjoy the atmosphere or atmosphere in the shopping center itself even though they don't buy anything or anything. just looking around. Hedonic motivation is related to the feeling of pleasure and joy felt by consumers by trying new experiences, namely shopping through internet media (Forsythe et al., 2006).

Adnan, (2014) uses hedonic motivation variable indicators in the form of enjoyment. Enjoyment means (1) a state of enjoying something or feeling satisfied because of having or using (2) a very high sense of pleasure and satisfaction. Enjoyment in the context of shopping online is a sense of pleasure that can be obtained by visiting an online shop and then enjoying the atmosphere in it.

Research by (Prashar et al., 2017) and (Amalia, 2017) states that hedonic motivation has a significant effect in increasing purchases through online shops. Meanwhile, the research of Aprillia, (2017) stated that hedonic motivation does not affect purchasing decisions through online shops.

### ***Psychological Factors***

Psychological factors here do not study the soul/mental directly because it is not visible/abstract, psychology here limits the manifestation and expression of the soul in the form of behavior and its processes or activities. In this case, psychology can be defined as the science that studies mental behavior and processes.

The research of Adnan, (2014) uses psychological factors as one of the factors that influence online purchasing behavior. In research of Adnan, (2014) used two indicators, namely: (a) trust. According to Rosseau, et. al (1998) as quoted by Mauludiyahwati, (2017), trust is a part of psychological which is part of being concern to accept what it is based on expectations of good behavior from others; (b) security in transactions. Park and Kim, (2006) is defined as security which is the ability of online stores to control and maintain security for data transactions.

The research of Nofri and Hafifah, (2018) produces psychological factors that have a significant positive effect on purchasing decisions through online shops. While research by Aprillia, (2017) and Aprillia, (2017) psychological factors do not affect the interest in online shop purchases. .

### ***Website Design***

Aprillia, (2017) in measuring website design with three indicators, namely; (a) Aesthetics, namely graphics, is the artistic side that complements the technical aspects of a website to make it look more beautiful, attractive, and valuable. Aesthetics plays an important role where line elements, colors, and design themes

must match or match the intent of the website itself; (b) Content, which is a web page that includes text, video content, images, hyperlinks, and audio that may be generated statically or dynamically; (c) The design or stages shown. This stage starts from product checkout that will enter the shopping cart, address selection, and delivery service to pay for transactional designs

## **METHOD**

This research is quantitative research with the object of research on students, lecturers, and employees of ITB AAS Indonesia, Surakarta. Respondents in this study were all students, lecturers, and employees of ITB AAS Indonesia, Surakarta. The population in this study were all students, lecturers, and employees of ITB AAS Indonesia, Surakarta who had done online shopping. The technique of determining the sample in this study is the Slovin formula, namely  $n = N / (1 + (N \times e^2))$ . The data collection technique used a questionnaire method that was distributed to respondents.

The analysis technique in this study uses multiple linear regression analysis, with the SPSS program. First, the validity and reliability tests were carried out for the questionnaire questions, and the classical assumption tests for the questionnaire data before processing.

From the explanation of the various sources , Hypotesis on the reasearch as follows:

H1: perceived benefits have a positive effect on increasing online purchasing decisions.

H2: Perceived risk has a negative impact on consumer intentions to buy an online shop.

H3: hedonic motivation someone raises interest purchase online shop



H4: Psychological Factors have a positive effect on increases the interest in buying online shop.

H5: website design has a positive effect on increases the interest in buying online shop.

## RESULTS AND DISCUSSIONS

Before testing the hypothesis with SPSS, validity, and reliability were tested first. Results by data, all variables are valid and reliable. The research data was also carried out by classical assumption tests, shown in the following chart.

Table 1. Classical Assumption Test Results

Classic Assumption Test	Result	Description
Normality Test (Kolmogorov Smirnov Test)	Asymp. Sig. (2-tailed) is 0.200 > 0.05	Data are normally distributed or pass the normality test
autocorrelation test (Durbin Watson Test)	The DW value is 2.242. where $-2 < 2,242 < 2$	There was no autocorrelation or passed the autocorrelation test
Multicollinearity Test (Tollerance and Uji VIF Test)	The VIF value of perceived benefit, perceived risk, hedonic motivation, psychological factors and web	There was no multicollinearity or passed the multicollinearity test

Classic Assumption Test	Result	Description
	design were 1,641; 1,016; 2,253; 1,595; 3,708 <10	
Heteroscedasticity Test (Scatter Plot Test)	The dots do not form a specific pattern or are scattered randomly	Heteroscedasticity does not occur or passes the Heteroscedasticity test
Linearity Test (F Test)	Sig value. indicates 0.000 <0.05	Linear regression model or passes the Linearity test

Source: Data processed, (2019)

Based on the table of classical assumption test results above, the data in this study meet or pass the classical assumption test, so that it can be continued to the next test.

***Result of the coefficient of determination R Square (R<sup>2</sup>).***

The coefficient of determination will explain how much change or variation in a variable can be explained by changes or variations in other variables (Ashari & Santoso, 2005). The results of the coefficient of determination are shown in the following table:

Table 2. Koefisien Determinasi R Square (R<sup>2</sup>)

Model Summaryb

Model	R	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
R	Square	Square		

1	.729a	.532	.514	4.441	2.242
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a. Predictors: (Constant), DW, PR, FP, PM, MH

b. Dependent Variable: KPOS

Source: Data processed, (2019)

The result of the coefficient of determination R Square (R<sup>2</sup>) is 0.514. So it can be concluded that perceived benefits, risk perceptions, hedonic motivation, psychological factors and web design have an effect of 51.4% on online shop purchasing decisions at ITB AAS Indonesia, while 48.6% are influenced by other variables not studied. Because the adjusted R Square value is above 50% or tends to be close to the value of 1, it can be concluded that the ability of the independent variables to explain the variation in the strong variable.

From this research, the t-test hypothesis test results are shown as follows:

Table 3. T-test results

Variable	Unstandardized Coefficients B	t	t table	Sig.	Description
Constant	2,357				
Perceived Benefits	0,248	3,394	1,97730	0,001	Hypothesis accepted
Perception of risk	-0,016	-0,281	1,97730	0,779	The hypothesis is rejected
Hedonic Motivation	0,184	2,905	1,97730	0,004	Hypothesis accepted
Psychological	0,047	0,339	1,97730	0,735	The

Variable	Unstandardized Coefficients B	t	t table	Sig.	Description
Factors					hypothesis is rejected
Web Design	0,192	2,847	1,97730	0,005	Hypothesis accepted

Source: Data analyzed by SPSS, (2020)

From the tests that have been done, it can be seen that the regression equation produced in this study is as follows:

$$KPOS = 2,357 + 0,248PM - 0,016PR + 0,184MH + 0,047FP + 0,192DW + er$$

Based on table 2 above, the results of the first hypothesis t-test can be seen that the perceived benefit variable has a positive and significant effect on online purchasing decisions with  $\alpha$  significance of  $0.001 < 0.05$ . This means that the higher the perception of benefits felt by consumers, the more it will increase the online shop purchasing decisions. The results of the t-test for the hypothesis of the two variables of risk perception do not have a significant effect on online shop purchasing decisions. with  $\alpha$  significance of  $0.779 > 0.05$ . The results of the t-test for the third hypothesis, the hedonic motivation variable, have a significant positive effect on online purchasing decisions with  $\alpha$  significance of  $0.004 < 0.05$ . This means that the higher a person's hedonic motivation, the more it will increase online shop purchasing decisions. The results of the t-test for the hypothesis of the four psychological factors variables do not have a significant effect on online shop purchasing decisions. With  $\alpha$  significance of  $0.735 > 0.05$ . The results of the t-test for the fifth hypothesis web design variables have a positive and significant effect on online purchasing decisions with a significance of  $0.005 < 0.05$ . This means

that the better and better quality web design, the more consumer purchasing decisions through the online shop will increase.

## **Discussion**

### *The effect of perceived benefits on online shop purchasing decisions*

The results obtained in this study are the perceived benefit variable has a positive and significant effect on online shop purchasing decisions with  $\alpha$  significance of  $0.001 < 0.05$ . This means that the higher the perception of benefits felt by consumers, in purchasing through an online shop, the more it increases purchasing decisions through the online shop. The benefits felt in purchasing an online shop are that consumers who are the academic community of ITB AAS Indonesia feel the ease of payment, and the ease of obtaining detailed product information displayed, convenient to shop anytime Besides, consumers feel comfortable not having to leave the house if they need the items they need. Consumers feel more effective and efficient in making online shop purchases compared to purchases in person.

This research is in line with the research (Krisnanda & Rulirianto, 2019);(Ma'munillah & Widarko, 2018);(Prashar et al., 2017);(Aprillia, 2017);(Adnan, 2014)stated that the perception of benefits can increase purchasing decisions in purchasing through online shops.

### *The effect of risk perception on online shop purchasing decisions*

The results of this study, the risk perception variable does not have a significant effect on online shop purchasing decisions. with  $\alpha$  significance of  $0.779 > 0.05$ . This means that risk perceptions do not affect purchasing decisions through online shops at ITB AAS Indonesia.

The results of risk perception do not have a significant effect on online purchasing decisions. This is not in line with the research of Adnan, (2014) where risk has a negative impact on online purchasing decisions. Although it does not have a significant effect, risk perception has a negative correlation with online purchasing decisions. In general, a person has a higher sense of anxiety about damaged goods, undeliverable goods, and so on, causing an even lower interest in purchasing through an online shop.

### *The effect of hedonic motivation on online shop purchasing decisions*

The results of the research variable hedonic motivation have a significant positive effect on online purchasing decisions with a significance of  $0.004 < 0.05$ . This means that the higher a person's lifestyle, the hedonic motivation will increase the online shop purchase decision.

The emergence of e-commerce has made changes in people's lifestyles. They shop because they are motivated by hedonic desires, such as pleasure, fantasy, or emotional satisfaction (Pasaribu & Dewi, 2015). In this study, consumers who are the academic community of ITB AAS Indonesia, on average, feel pleasure and entertainment when browsing online purchasing sites. The majority of them will have an online site within an hour. Online consumers feel themselves refreshing their minds after searching online shops. He will do it again and even recommend to his closest friends to make purchases online too.

The results of this study are in line with the research of Krisnanda & Rulirianto, (2019); Adilang et al., (2014); Amalia, (2017) states that high hedonic motivation increases purchasing decisions through online shops. However, the results of this study

are not in line with the research of Aprillia, (2017) and Adnan, (2014).

### *The influence of psychological factors on online shop purchasing decisions*

The result of this research is that psychological factors have no significant effect on online shop purchasing decisions. With  $\alpha$  significance of  $0.735 > 0.05$ . These results reflect a person's psychological factors that do not affect the interest in online shopping.

The results of this study are in line with the research of Amalia, (2017) that psychological factors do not affect a person in online purchasing decisions. However, these results do not support the research of Nofri & Hafifah, (2018) that psychological factors have a significant effect in increasing consumer decisions in online shop purchases.

### *The influence of web design on online shop purchasing decisions*

The results of the research on the fifth hypothesis web design variables have a positive and significant effect on online purchasing decisions with  $\alpha$  significance of  $0.005 < 0.05$ . This means that the better and better quality web design, the more consumer purchasing decisions through the online shop will increase.

Online stores need to improve the online website design to be more attractive, complete, and superior so that they can increase higher customer satisfaction. An online store must be able to provide an online shopping environment that is fun, entertaining, and offers products and services that are attractive, effective, and informative. The online shop must update the relevant information. All of this is to create consumer satisfaction in web design. Maximum satisfaction makes consumers visit the website

again and increases the intensity of online purchases.

The results of this study are in line with Prashar et al., (2017) that a good web design can improve consumer decisions in purchasing at an online shop

## **Conclusion**

The results obtained in this study are the perceived benefit variable has a positive and significant effect on online shop purchasing decisions. Consumers feel more effective and efficient in making online shop purchases compared to purchases in person. The second research result shows that the risk perception variable does not have a significant effect. The results of the study of the three hedonic motivation variables have a significant positive effect. Consumers who are the academic community of ITB AAS Indonesia, on average, feel fun and entertainment when browsing online purchasing sites. The majority of them will have an online site within an hour. Online consumers feel themselves refreshing their minds after searching online shops. The fourth research result, psychological factor variables have no significant effect on online shop purchasing decisions. The fifth research result, web design variables have a positive and significant effect. An online store should be able to provide an online shopping environment that is fun, entertaining and offers attractive, effective, and informative products and services. The online shop must update the relevant information. All of this is to create consumer satisfaction in web design. Maximum satisfaction makes consumers revisit the website and increase online purchases.

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