

The Influence of Attractiveness, Online Customer Reviews, and Discounts on Purchase Decisions, with Perceived Enjoyment as an Intervening Variable

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ABSTRACT

Shopee as an e-commerce with the most users in Indonesia is an opportunity and a challenge in the very tight competition for Sellers in it. sellers must be able to apply factors that can improve purchasing decisions to compete with other sellers. This research seeks to examine purchasing decision factors mediated by Perceived Enjoyment. The sample for this research consisted of 144 active Shopee users in Indonesia. The process of gathering data involved sending out Google Form surveys Data analysis uses the Structural Equation Modeling program using the Part Lease Square method. The results of this research show that the independent variables attractiveness, online customer reviews, and discounts can have a significant and partially positive influence on Perceived Enjoyment. Attractiveness and online customer reviews can have a significant and positive influence on Purchase Decisions. Future studies are anticipated to include more variables in strengthen research on Purchase Decisions.

ABSTRAK

Shopee sebagai e-commerce dengan pengguna terbanyak di Indonesia menjadi peluang sekaligus tantangan dalam persaingan yang sangat ketat bagi para penjual di dalamnya. Penjual harus dapat menerapkan faktor yang dapat meningkatkan keputusan pembelian agar dapat bersaing dengan para penjual lainnya. Penelitian ini berusaha mengkaji faktor-faktor Keputusan pembelian dengan dimediasi oleh Perceived Enjoyment. Sample penelitian ini berjumlah 144 orang pengguna aktif shopee di Indonesia. Data diakumulasikan melalui kuesioner yang didistribusikan melalui form Analisis Google. data menggunakan struktur Equation Modeling dilakukan menggunakan pendekatan Part Lease Square. Hasil penelitian ini menunjukkan bahwa variabel independent attractiveness, online customer review, dan discount dapat mempengaruhi signifikan dan positif secara parsial terhadap Perceived Enjoyment. Penelitian ini dapat digunakan sebagai contoh untuk para pelaku bisnis di shopee untuk mengetahui faktor-faktor penentu Keputusan Pembelian di Shopee. Penelitian mendatang diharapkan menambah variabel lainnya untuk menguatkan penelitian mengenai Purchase Decision.



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INTRODUCTION

The In the current digital era, there are various developments in the field of technology from various sectors, one of which is the economy. Nowadays, technological developments in the digital era make it very easy for people to obtain information and get easy access and services provided by the rapid development of technology (Saputra et al., 2023). This very fast technological development is followed by the economy in society, where society in the digital era like today's market is not only a physical meeting between sellers and buyers

but has been disrupted by technology and innovation which then gave birth to online marketing, namely Marketplace. and E-commerce (MS Putri & Suyanto, 2019).

Table 1 Data on the 10 countries with the most e-commerce users (April 2021)

No	Country	Percentage (%)
1	Indonesia	88,1
2	Inggris	86,9
3	Filipina	86,2
4	Thailand	85,8
5	Malaysia	85,7
6	Jerman	84,9
7	Irlandia	84,9
8	Korea Selatan	84,1
9	Italia	82,9
10	Polandia	82,9

From the table above, it can be seen that Indonesia ranks first in terms of e-commerce service users worldwide. This will likely increase competition, as e-commerce providers will compete to offer the best services to this large market. According to Hotana (2018), e-commerce faces the challenges of a competitive market, often referred to as a perfectly competitive market due to the large number of sellers, buyers, and available products.

The use of technology, such as internal networks in e-commerce, has a global reach and is accessible at any time. This has led to an increase in the exchange of goods and services via websites, which is typically accompanied by a rise in internet users. Since the Internet is widely accessible, e-commerce allows new companies to enter the market with fewer barriers, potentially reducing market entry obstacles (Nurjaman, 2022).

People or consumers, especially in Indonesia, prefer to carry out their shopping activities because they feel that the existence of an online shop (E-commerce) makes it very easy for them to carry out buying and selling transactions outside the physical shop location which might otherwise take up a lot of time and energy (Darwin, 2020). To carry out business transactions, e-commerce will become easier for both parties, sellers and consumers. One of the things that make E-commerce superior to conventional trading methods is that transactions can be carried out quickly and simply, at low prices. Sales made by consumers will benefit from e-commerce platforms.

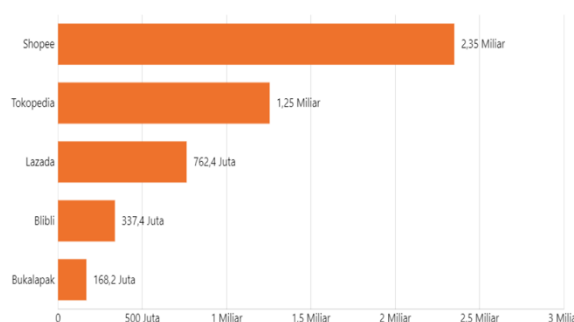


Figure 1 Data on E-Commerce Visitor Growth in 2023

The number of visitors or users on Shopee E-commerce has continued to grow, as shown in the table above. Based on data for 2023 (January–December), Shopee and Similarweb are the e-commerce marketplaces with the highest number of visits in Indonesia, totaling 2.3 billion, which far exceeds their competitors.

This indicates that Shopee's high number of visitors and users is due to the quality of service and ease of access provided to both sellers and consumers. As an e-commerce platform in the Marketplace category, Shopee offers various features to support online transactions. One notable feature is the live Shopee feature, which allows real-time interaction between sellers and buyers. This feature enables sellers to explain products, respond to questions about product benefits and prices, and interact directly with buyers during live sessions.

Shopee also offers a feature that allows consumers who have made a purchase to leave a review or comment on the product. They can rate the product with stars and explain why they liked or disliked it. This feedback can help other consumers make informed decisions before purchasing an item. Additionally, Shopee provides various attractive promotions, including discount vouchers, free shipping, and cashback, either from sellers or directly from Shopee. With the expansive online market and the growing number of Shopee users and visitors, competition has become very intense. Shopee features numerous sellers across various product categories, which means many similar products are offered by different sellers. Therefore, sellers or businesses using Shopee need to develop effective strategies to enhance consumer purchase decisions and remain competitive in the marketplace.

To improve purchase decisions, one approach is to utilize the various facilities or features available on the platform. For instance, using features like live Shopee to enhance consumer engagement through interactions between sellers and buyers can indirectly boost purchase decisions. In line with this, (Ningsih & Putri, 2020) states that the attractive and pleasant interactions provided by sellers to consumers will have a positive influence on consumer purchasing decisions. Research carried out by (Hargiyanto, 2017) also shows that attractiveness has a positive effect on purchasing decisions even though it is not significant. Even though many studies show and prove that Attractiveness can increase Purchase Decisions, there are still many complaints about this. From the researchers' observations of live events on Shopee, many consumers complained about sellers not answering questions or being unfriendly. If these issues aren't addressed, it could lead to fewer purchases and lower sales.

Apart from Attractiveness, to increase Purchase Decisions, sellers need to improve the reputation of their online shop on Shopee e-commerce by increasing reviews of the products offered by consumers who have purchased their products. Good reviews for products purchased by previous customers will influence other consumers' purchasing decisions. (Nuraeni & Irawati, 2021) claims that online customer ratings have a significant impact on purchasing decisions. However, this is not in the same direction as the research carried out. (Widya & Riptiono, 2019) which states that Online Customer Reviews do not have a positive influence on purchasing decisions.

To improve purchase decisions, sellers should use the e-voucher feature to offer promotions and discounts, attracting consumer interest before they decide to buy. Discounts or price cuts can make products more appealing by lowering prices. Azam & Sukandani (2020) found that discounts have a positive and significant impact on purchase decisions, while Alfitroch (2022) found that discounts do not influence purchase decisions positively.

Shopee’s various features and its user-friendly, modern interface make it easy and enjoyable for consumers to use the app for online shopping, which can increase purchase decisions. The ease of access from anywhere at any time and the simple interface appeal even to new online shoppers. MN Chandra (2019) found that perceived enjoyment positively affects purchase decisions. However, J. Chandra & Briliana (2021) argue that perceived enjoyment only influences purchase decisions when combined with attitude and trust. Based on the research results, there are inconsistencies and no clear answers about how to increase purchase decisions. This uncertainty makes it challenging for companies to develop effective strategies using attractiveness, online reviews, discounts, and perceived enjoyment. As a result, researchers are motivated to study this further and provide new insights for future research.

RESEARCH METHOD

In this research, all active e-commerce users in Indonesia were selected as the research population. The method used was accidental sampling, where respondents were chosen by chance based on their availability at the research location (Sugiyono, 2021). The sample consisted of 144 active Shopee users in Indonesia. Data were collected through questionnaires distributed via Google Forms, using a scale from 1 to 10. Data analysis was performed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) method and the SmartPLS 3.2 software. According to Henseler (X. Zhang et al., 2022), the PLS technique is suitable for complex research models.

RESULTS and DISCUSSION

Descriptive Analysis of Respondents

The distribution of the questionnaire yielded results summarized by the gender of the respondents. Most participants were women, totaling 92, or 63.9%, while men totaled 52, or 36.1%. This data indicates that women are the dominant users of e-commerce platforms for online transactions.

Table 2 *Characteristics of Respondents*

Classification	Number of participants	Percentage (%)
Man	52	36.1
Woman	92	63.9
Total	144	100.0
Age	Number of Respondents	Percentage (%)
Less than 20 years	53	36.8
20-30 years	78	54.2
More than 30 years	13	9.0

Total	144	100.0
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Source: Processed data, 2024

Based on age characteristics, the largest group was those aged 20-30 years, with 78 respondents or 54.2%, indicating that this age range is particularly adept at using technology for online transactions. The second-largest group was those under 20 years old, totaling 53 respondents or 36.8%, reflecting that teenagers and young people readily embrace technological advancements, especially for online shopping. Lastly, there were 13 respondents aged over 30 years, or 9.0%.

Additionally, the questionnaire revealed data on the working status of active Shopee users. Among the respondents, 77, or 53.5%, were employed, while 67, or 46.5%, were unemployed. This data shows that employed respondents are the majority.

Measurement Model Analysis

Outer Model

Measures of the outer model and unidimensionality were evaluated through tests of convergent validity and discriminant validity. Convergent validity was assessed using Average Variance Extracted (AVE) and outer loading. Discriminant validity was determined by comparing the outer loading values to the cross-loading values and ensuring that the square root of the AVE was greater than the correlations between the variables. Reliability was assessed using Cronbach's Alpha, rho-A, and composite reliability. This study used convergent and discriminant validity to evaluate the reliability of the statistical data.

Covergent validity

If individual indicator scores have a correlation value above 0.5, the indicator is considered reliable. This shows convergent validity with reflexive indicators according to Bagozzi & Yi in (X. Zhang et al., 2022). Fornell & Larcker (1981) stated that the outer loading value was > 0.7 . In addition, the extracted mean difference value is greater than 0.5.

Table 3 Convergent Validity Test Results

	X1	X2	X3	Y	Z
X1.1	0.810				
X1.2	0.850				
X1.3	0.845				
X1.4	0.840				
X1.6	0.855				
X2.1		0.851			
X2.2		0.773			
X2.3		0.822			
X2.4		0.798			
X2.5		0.767			
X3.1			0.889		
X3.2			0.859		
X3.4			0.886		

X3.5	0.865
Y1	0.753
Y2	0.783
Y3	0.842
Y4	0.739
Y5	0.897
Z1	0.883
Z2	0.730
Z4	0.756
Z5	0.786
Z6	0.824

According to the table, all outer loading indicator values for each variable are above 0.70. This indicates that the convergent validity measurement meets the required standards. Another method for assessing convergent validity is by examining the Average Variance Extracted (AVE) for each variable. Convergent validity is considered achieved if the AVE score is higher than 0.5. The AVE results are as follows:

Table 4 AVE Convergent Validity Test Results

Average Variance Extracted (AVE)	
Attractiveness(X1)	0.706
Online Customer Reviews(X2)	0.645
Discounts(X3)	0.765
Purchase Decision(Y)	0.648
Perceived Enjoyment(Z)	0.636

Based on table above, it shows that every average variance extracted (AVE) value exceeds the threshold of 0.5. Therefore, That may be said with measuring convergent validity through AVE is declared to meet the requirements and the variables used are valid.

Discriminant Validity

To assess discriminant validity, cross-loading measures with the constructs were used. If the discriminant validity value is greater than 0.7, the hidden variable is considered ideal for the model's comparison and roots.

Table 5 Discriminant Validity Test Results (Cross Loading)

	Attractiveness	Online Customer Review	Discount	Purchase Decision	Perceived Enjoyment
X1.1	0.810	0.337	0.147	0.459	0.464
X1.2	0.850	0.434	0.177	0.613	0.606
X1.3	0.845	0.497	0.187	0.647	0.567
X1.4	0.840	0.317	0.204	0.515	0.444
X1.6	0.855	0.379	0.153	0.512	0.474
X2.1	0.435	0.851	0.109	0.623	0.485

X2.2	0.351	0.773	0.071	0.538	0.394
X2.3	0.303	0.822	0.288	0.481	0.458
X2.4	0.334	0.798	0.159	0.495	0.363
X2.5	0.460	0.767	0.217	0.592	0.498
X3.1	0.124	0.203	0.889	0.231	0.323
X3.2	0.043	0.078	0.859	0.181	0.315
X3.4	0.233	0.177	0.886	0.294	0.450
X3.5	0.270	0.249	0.865	0.313	0.412
Y1	0.420	0.470	0.275	0.753	0.506
Y2	0.501	0.452	0.291	0.783	0.571
Y3	0.516	0.622	0.215	0.842	0.499
Y4	0.560	0.549	0.168	0.739	0.544
Y5	0.642	0.641	0.268	0.897	0.682
Z1	0.562	0.521	0.363	0.681	0.883
Z2	0.481	0.426	0.334	0.492	0.730
Z4	0.446	0.330	0.283	0,506	0.756
Z5	0.402	0.438	0.448	0.541	0.786
Z6	0.554	0.470	0.321	0.555	0.842

The preceding table shows that the discriminant validity values for the correlations between each latent variable are higher than 0.7 and exceed the values for other latent variables. Therefore, it can be concluded that, in the second stage of testing, each indicator meets the discriminant validity requirements.

Hypothesis test

To obtain and calculate t-values, the statistical significance of the path coefficients must be performed in the Smart PLS 3.2 program with the "Bootstrapping Option" before performing the hypothesis test.

Table 8. Results of Direct Effect Testing

	Relationship between Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result of Hypothesis path
H1	Attractiveness -> Perceived Enjoyment	0.416	0.417	0.089	4,678	0,000	Accepted
H2	Online Customer Review -> Perceived Enjoyment	0.294	0.302	0.076	3,886	0,000	Accepted

H3	<i>Discount -> Perceived Enjoyment</i>	0.291	0.289	0.066	4,407	0,000	Accepted
H4	<i>Attractiveness -> Purchase Decision</i>	0.294	0.300	0.049	6,014	0,000	Accepted
H5	<i>Online Customer Review -> Purchase Decision</i>	0.374	0.369	0.092	4,084	0,000	Accepted
H6	<i>Discount -> Purchase Decision</i>	0.029	0.036	0.055	0.532	0.595	Rejected
H7	<i>Perceived Enjoyment -> Purchase Decision</i>	0.300	0.297	0.107	2,813	0.005	Accepted

Based on the findings from the Path Coefficient Test in the table above, the results of hypothesis testing indicate that attractiveness has a positive and significant impact on perceived enjoyment. This is demonstrated by a positive path coefficient of 0.416, a t-statistic of 4.678 (which is greater than 1.96), and a p-value of 0.000 (which is less than 0.050). Therefore, Hypothesis 1 (H1) is accepted. This result suggests that as attractiveness improves, consumers' perceived enjoyment increases. Additionally, online customer reviews have been shown to have a positive and significant impact on perceived enjoyment. This is evidenced by a positive path coefficient of 0.294, a t-statistic of 3.886 (which is greater than 1.96), and a p-value of 0.000 (which is less than 0.050). Thus, Hypothesis 2 (H2) is accepted. This implies that as the quality of online customer reviews improves, consumers' perceived enjoyment also increases.

Discounts have been shown to have a positive and significant impact on perceived enjoyment. This is indicated by a positive path coefficient of 0.291, a t-statistic of 4.407 (greater than 1.96), and a p-value of 0.000 (less than 0.050). Therefore, Hypothesis 3 (H3) is accepted. This result suggests that larger discounts lead to increased perceived enjoyment among consumers.

Attractiveness has also been proven to have a positive and significant impact on purchasing decisions. This is demonstrated by a positive path coefficient of 0.294, a t-statistic of 6.014 (greater than 1.96), and a p-value of 0.000 (less than 0.050). Therefore, Hypothesis 4 (H4) is accepted. This result indicates that higher attractiveness leads to increased consumer purchase decisions.

Online consumer reviews have a positive and significant impact on purchase decisions. As shown in the table above, the path coefficient is 0.374 with a t-statistic of 4.084 (greater than 1.96) and a p-value of 0.000 (less than 0.050), so Hypothesis 5 (H5) is accepted. This indicates that better online customer reviews lead to increased consumer purchase decisions.

In contrast, discounts have been shown to have no effect on purchase decisions. This is evident from the table, where the path coefficient is 0.029, the t-statistic is 0.532 (less than 1.96), and the p-value is 0.595 (greater than 0.050). Thus, Hypothesis 6 (H6) is rejected. This suggests that discounts do not influence consumer purchase decisions.

Perceived enjoyment has a positive and significant impact on purchase decisions. This is reflected in the path coefficient of 0.300, the t-statistic of 2.813 (greater than 1.96), and the

p-value of 0.005 (less than 0.050), leading to the acceptance of Hypothesis 7 (H7). This result implies that higher perceived enjoyment leads to an increase in consumer purchase decisions.

Table 6 Results of testing indirect effects (Specific Indirect Effects)

	Relationship between Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result of Hypothesis path
H8	Attractiveness -> Perceived Enjoyment-> Purchase Decision	0.125	0.124	0.054	2,300	0.022	Accepted
H9	Online Customer Review -> Perceived Enjoyment -> Purchase Decision	0.088	0.091	0.043	2,080	0.038	Accepted
H10	Discount -> Perceived Enjoyment-> Purchase Decision	0.087	0.083	0.030	2,886	0.004	Accepted

The table above shows that the indirect influence of Attractiveness on purchase decisions, mediated by perceived enjoyment, has a correlation value of 0.125, a t-statistic of 2.300 (greater than 1.96), and a p-value of 0.022 (less than 0.050). This indicates a significant positive indirect effect of Attractiveness on purchase decisions through perceived enjoyment. Therefore, Hypothesis 8 (H8) is accepted, concluding that perceived enjoyment successfully mediates the positive and significant influence of Attractiveness on purchase decisions.

Similarly, online customer reviews also have an indirect effect on purchase decisions through perceived enjoyment, with a correlation value of 0.088, a t-statistic of 2.080 (greater than 1.96), and a p-value of 0.038 (less than 0.050). This demonstrates a significant positive indirect effect of online customer reviews on purchase decisions through perceived enjoyment. Consequently, Hypothesis 9 (H9) is accepted, and it is concluded that perceived enjoyment effectively mediates the positive and significant impact of online customer reviews on purchase decisions.

Discounts in purchase decisions, mediated by perceived enjoyment, show a correlation value of 0.087, a t-statistic of 2.886 (greater than 1.96), and a p-value of 0.004 (less than 0.050). This indicates a significant positive indirect effect of discounts on purchase decisions through perceived enjoyment. Therefore, Hypothesis 10 (H10) is accepted, concluding that perceived enjoyment successfully mediates the positive and significant impact of discounts on purchase decisions.

CONCLUSIONS

The influence of Attractiveness on Perceived Enjoyment is positive and significant, indicating that higher levels of Attractiveness lead to increased Perceived Enjoyment among consumers. Additionally, online customer reviews have a positive and significant impact on Perceived Enjoyment, suggesting that better reviews enhance consumer satisfaction. Discounts also have a positive and significant effect on Perceived Enjoyment, meaning that larger discounts improve consumer satisfaction. On the other hand,

Attractiveness positively and significantly affects purchase decisions, demonstrating that improved Attractiveness leads to higher purchase decisions by consumers. Online customer reviews positively and significantly influence purchase decisions, implying that better reviews lead to increased purchase decisions. However, discounts do not have a significant impact on purchase decisions, indicating that discounts do not directly affect consumer purchase decisions.

Perceived Enjoyment positively and significantly affects purchase decisions, suggesting that higher Perceived Enjoyment leads to increased purchase decisions. Furthermore, Perceived Enjoyment acts as a mediator in the relationship between Attractiveness and purchase decisions, as well as between online customer reviews and purchase decisions. This means that Perceived Enjoyment effectively mediates the positive impact of Attractiveness and online customer reviews on purchase decisions. Discounts also have a significant positive impact on purchase decisions through Perceived Enjoyment, reinforcing the importance of consumer satisfaction in mediating the effects of discounts on purchase decisions.

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