USER EXPERIENCE INFLUENCE ON PURCHASE INTENTION IN TOKOPEDIA

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ABSTRACT

This study aims to analyze the relationship between the influence of user experience on purchase intention in Tokopedia using the Technology Acceptance Model (TAM) framework. Tokopedia is one of the well-known e-commerce platforms in Indonesia, but along with the increasing progress in the field of information and the internet, as well as the increasing criticality of the public, Tokopedia needs to consider many factors that can increase shopping interest (purchase intention) on the Tokopedia platform, one of which is user experience. The population of this study is the entire Balinese community which totals 4,344,554 people as of December 2023. The sample was determined using a non-probability sampling technique with a total of 200 samples. The data collection technique uses the distribution of questionnaires using google forms. Data analysis was carried out by SEM-PLS analysis. The results of this study show that user experience has a positive and significant effect on the buying interest of Tokopedia customers. User experience has a positive and significant effect on the user satisfaction of the Tokopedia application. User experience has a positive and significant influence on the purchase intention of e-commerce users on Tokopedia with user satifation as a mediating variable. User experience has a positive and significant effect on the user trust of the Tokopedia application. And user experience has a positive and significant influence on the purchase intention of e-commerce users on Tokopedia with user trust as a mediating variable.

KEYWORDS	*Purchase Intention TAM, Tokopedia, User Experience*

INTRODUCTION

The prevalence of internet access in Indonesia has increased significantly, with 212 million of the 274 million population expected to access the internet by 2023. This has fueled the growth of online buying and selling transactions, making it easier for business owners to advertise their products and services to a wider audience. E-marketing, or digital marketing, leverages platforms such as social media, websites and mobile apps to reach potential customers through persuasive digital content and brand awareness optimization.

E-commerce, or electronic commerce, has changed the way we shop and do business by providing a convenient and accessible platform. Activities such as online shopping, digital banking, and online marketplaces are becoming an integral part of the modern economy. Tokopedia, as one of the largest e-commerce platforms in Indonesia, plays an important role in connecting buyers and sellers. To maintain market share, Tokopedia needs to focus on product quality, trust, and service quality, including responsiveness, customer support, and shopping convenience, to increase user satisfaction and loyalty.

Good user interface design and application functionality are key in improving user experience. Apps that are easy to use, informative, and relevant to user needs will increase user satisfaction. User experience factors, such as product quality, brand characteristics, and economics, also influence user intentions and behavior. Therefore, Tokopedia is advised to develop strategies that ensure customer satisfaction through application quality and a satisfying shopping experience.

Table 1. Number of Tokopedia Visitors in 2018-2020

Year	Tokopedia Visitors				Average visitors per year
	1st Quarter	Quarter 2	Quarter 3	Quarter 4	
2018	117.297.000	111.484.100	153.639.700	168.000.000	137.605.200
2019	137.200.900	140.414.500	65.953.400	67.900.000	102.867.200
2020	69.800.000	86.103.300	84.997.100	114.655.600	88.889.000

Source: (iprice.co.id in (Dahlan et al., 2023a))

In the table above, it can be seen that in the 3-year period, visitors to the Tokopedia website have continued to decline, this decline in visitors according to research (Dahlan et al., 2023), this can occur due to poor web quality, as evidenced by the tweets of a number of users who complain about the Tokopedia application, such as having poor service and applications that often experience errors. This complaint can be seen from a review of the Tokopedia application on the Google Store or App Store.
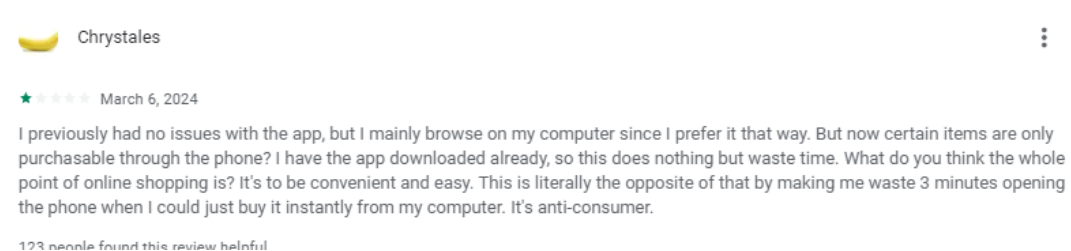

Figure 1. Tokopedia Customer Complaint Excerpt

On the other hand, many users also feel that Tokopedia has many features, an attractive appearance, and a menu that makes it easy for users to do *online shopping*.

Figure 2. Tokopedia User Compliment Quote
(source: playstore, 2024)

From the above statement, a gap in previous research was found, namely the inconsistency of research results with the existing reality regarding the relationship between user experience and purchase intention on the Tokopedia application. Therefore, the researcher was interested in researching Tokopedia with the topic "The Effect of User Experience on Purchase Intention on Tokopedia."

This study aims to examine the effect of user experience, user satisfaction, and user trust on customer purchase intention at Tokopedia. The formulation of the problem discussed includes whether user experience affects purchase intention and user satisfaction, whether user satisfaction affects purchase intention, and the role of user trust in mediating the effect of user experience on purchase intention. This study also aims to determine the contribution of user satisfaction and user trust in this relationship. Theoretically, this research is expected to contribute to the development of theories regarding user experience, user trust, user satisfaction, and purchase intention in Tokopedia e-commerce. Practically, the results of this study are expected to provide input for Tokopedia regarding the aspects that influence the relationship, and become the basis for further research.

Hypothesized Relationship between Variables

If the experience received by consumers turns out to provide a sense of satisfaction and trust, it will increase their. Consumers who have a pleasant impression of a platform will make these consumers have a positive experience that will not be forgotten, they will make repeat purchases, lack of satisfaction and trust will result in consumers being reluctant to buy back at a particular company or brand, the hypothesized relationship between variables can be described as follows:*purchase intention*

H1: *User experience* will have a positive (+) effect on *purchase intention* .in the Tokopedia e-commerce

H2: .*User experience* will have a positive (+) effect on *user satisfaction* in Tokopedia e-commerce

H3: *User satisfaction* has a positive (+) and significant influence on the *purchase intention of e-commerce* users on Tokopedia.

H4: *user experience* will have a positive (+) effect on *user trust for e-commerce* users at Tokopedia.

H5: *User trust* has a positive (+) and significant influence on the *purchase intention of e-commerce* users on Tokopedia.
H6: *User trust* is able to mediate the relationship between *user experience* and *purchase intention.*
H7: *User satisfaction* is able to mediate the relationship between *user experience* and *purchase intention.*

RESEARCH METHOD

This study was conducted to test the hypothesis regarding the influence of user experience, user satisfaction, user trust, and purchase intention on Tokopedia. The survey targeted adult consumers aged 20-40 who had used the Tokopedia application, with the research location in Bali Province, specifically in the city of Denpasar, which has a high population density. The population of this study is the entire Balinese community, which numbered 4,344,554 in December 2023 (Djaali, 2021; Sugiyono, 2022). The sample taken consisted of Tokopedia customers who met the criteria of age, domicile, and experience using the shopping application, with a minimum sample size of 200 respondents (Sugiyono, 2022).

The sampling method used is non-probability sampling, which was chosen due to time and cost constraints as well as for efficiency in obtaining respondents who met the research criteria (Sugiyono, 2022). In this case, a questionnaire was used as a data collection tool, using a 1-5 Likert scale to measure the attitudes and perceptions of respondents towards the variables under study, such as user experience, user trust, user satisfaction, and purchase intention (Sugiyono, 2013). A total of 232 questionnaires were collected, and after excluding respondents who did not meet the criteria, 210 questionnaires were used for empirical analysis.

Data analysis was carried out using Structural Equation Modeling (SEM) through the SmartPLS 4 application to test the relationship between variables (Hair Jr et al., 2021). In this stage, the theoretical model was developed and converted into a path diagram to illustrate the causal relationship between constructs. Furthermore, the data was converted into equations and analyzed using a variance/covariance matrix for hypothesis testing. Hypothesis testing is carried out using the simple regression method and the Sobel Test to measure the effect of mediating variables, which helps in assessing the significance of this effect on the independent and dependent variables (Sarstedt et al., 2017; Ghozali, 2018).

RESULT AND DISCUSSION

Data Description

This study involved respondents who live in Bali, aged between 20 to 40 years, and have used or are currently using Tokopedia as a shopping application. The sampling method used was purposive sampling, with a sample size of 200 respondents, which was determined based on the standard Structural Equation

Model (SEM) analysis. Participant characteristics include gender, age, education level, place of residence, use of the Tokopedia application, and a minimum duration of 1 year using the application. The majority of respondents were male (62.68%), aged 20-25 years (75.12%), and had the latest education S1 (79.91%). Most respondents live in Denpasar City (52.64%) and come from various districts in Bali, such as Gianyar, Karangasem, Badung, and other districts.

Analysis Result

Validity Test and Reability of Questionnaire

1. Validity Test

A trial was conducted with 209 sample respondents to perform a validity test. Using a significance level of 5% (0.254; n=209), the correlation value obtained (calculation of r) is then compared with the product moment correlation value (table of r) to determine the significance of the correlation. If the calculated value of r exceeds the table value of r, the indicator is considered valid. The results of the questionnaire validity test are detailed in the following table:

Table 1. Questionnaire Validity Test Results

Variables	Code	r-calculated vs. r-table (0.254)	Description
User experience (**UE**)	UE1	0,919	Valid
	UE2	0,896	Valid
	UE3	0,900	Valid
	UE4	0,896	Valid
	UE5	0,875	Valid
User satisfaction (**US**)	US1	0,905	Valid
	US2	0,887	Valid
	US3	0,893	Valid
	US4	0,870	Valid
	US5	0,878	Valid
User trust (**UT**)	UT1	0,886	Valid
	UT2	0,900	Valid
	UT3	0,902	Valid
	UT4	0,908	Valid
	UT5	0,877	Valid
Purchase intention (**PI**)	PI1	0,861	Valid
	PI2	0,893	Valid
	PI3	0,909	Valid
	PI4	0,904	Valid
	PI5	0,898	Valid

2. Reliability Test

The reliability test is carried out to measure the consistency of the measurement instrument using the formula *Cronbach's Alpha* with SmartPLS 4 software. An indicator is considered reliable if the value *Cronbach's Alpha* exceeds 0.6, which indicates that the instrument is quite consistent in measuring the variable in question. A value higher indicates a better level of internal consistency, strengthening the validity of the research results *Cronbach's Alpha* (Jogiyanto, 2005). The results of reliability testing on each variable are explained as follows:

Table 3. Questionnaire Reliability Test Results

Variables	Cronbach's alpha	Description
User experience (**UE**)	0,939	Reliable
User satisfaction (**US**)	0,932	Reliable
User trust (**UT**)	0,937	Reliable
Purchase intention (**PI**)	0,936	Reliable

(Source: outputSmartPLS , 2024)

Based on the table, the Cronbach's alpha value for each study variable exceeds 0.6, which indicates that the variables are considered reliable. This means that the variables used in this study are accurate and consistent enough, so that remeasurement on the same subject will produce similar results. The questionnaire, which has been tested for validity and reliability, is now ready to be distributed online to respondents who meet the sample criteria.

Data Analysis Results

The research in this study used the technique *Structural Equation Modeling* with the algorithm approach*Partial Least Square* (SEM-PLS) . The adoption of the SEM-PLS method for data analysis is in accordance with the research objectives aimed at estimating trends in consumer behavior and assessing the distribution of non-anomalous responses from the research sample (Hair et al., 2010). Utilizing the CB-SEM approach for analysis with software such as AMOS and LISREL is not recommended for predictive analysis due to its focus strict on theoretical confirmation and parameter accuracy (Davcik, 2014). This study includes several independent variables, making the use of PLS-SEM analysis more suitable than CB-SEM because it allows simultaneous analysis of several independent variables (Hair et al., 2010). The collected questionnaire data underwent processing using SmartPLS 4 software. The data analysis process began with the construction of the structural model and proceeded to testing the validity and reliability of the measurement model (*outer modelinner model*), and evaluating the significance of the relationships between variables () to compare the effects of variables on purchase intention. In line with the conceptual framework that has been prepared, the structural model in this study is as follows:
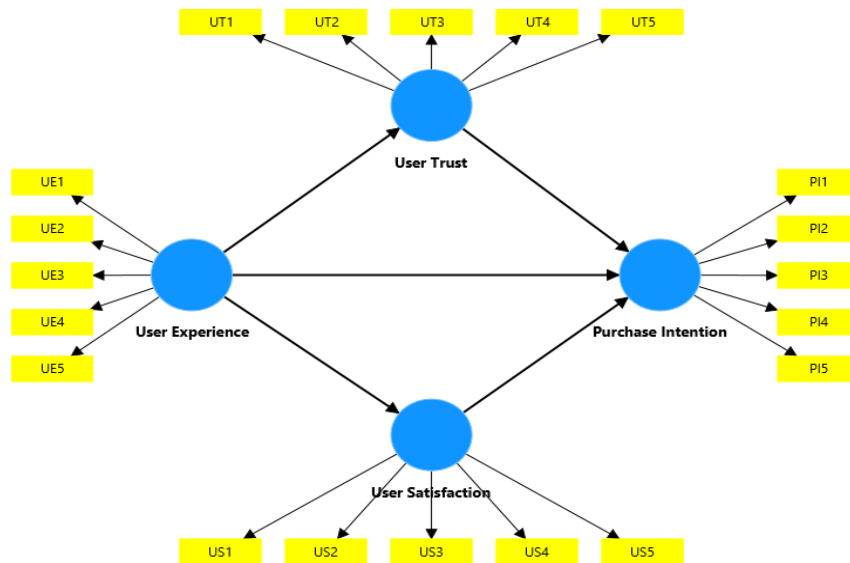
Figure 4. Proposed Structural Model
(Source: outputSmartPLS , 2024)

The structural model is created by designing the relationship between latent variables. The exogenous latent variables in the study are the attributes of *User experience* (UE), *User satisfaction* (US), and *User trust* (UT) as moderators of the relationship between study variables. The endogenous variable in this study is *Purchase intention* (PI).

1. Evaluation of the Measurement Model (*Outer Model*)

An outer loading value above 0.7 indicates that the variable explains 50% or more of the indicator variance. However, according to (Chin, 1999), values *outer loading* in the range of 0.5 to 0.6 can also be considered sufficient to qualify for *convergent validity*. This means that even if the indicator contribution is slightly lower, the value is still acceptable in the research model especially when the indicator is theoretically important or relevant in the broader research context. The results of processing using the PLS algorithm for *outer loading* are presented in the following table:

Table 4. Outer Loading Value

Variables	Indicator	*Outer Loading*	Description
User experience (**UE**)	UE1	0,905	Valid
	UE2	0,887	Valid
	UE3	0,893	Valid
	UE4	0,870	Valid
	UE5	0,878	Valid
User satisfaction (**US**)	US1	0,886	Valid
	US2	0,900	Valid
	US3	0,902	Valid
	US4	0,908	Valid
	US5	0,877	Valid

User trust (**UT**)	UT1	0,861	Valid
	UT2	0,893	Valid
	UT3	0,909	Valid
	UT4	0,904	Valid
	UT5	0,898	Valid
Purchase intention (**PI**)	PI1	0,919	Valid
	PI2	0,896	Valid
	PI3	0,900	Valid
	PI4	0,896	Valid
	PI5	0,875	Valid

(Source: outputSmartPLS , 2024)

Based on the table above, all indicators show an value of *outer loading* more than 0.7. This indicates that each study variable has been well explained by its indicators and meets the criteria*convergent validity* .

2. Discriminant Validity

The results of the test *discriminant validity* can be seen through the *Average Variance Extracted* (AVE) value. Each latent construct must have an AVE value of more than 0.5 to indicate a good measurement model. The AVE values for the variables in this study can be found in the following table:

Table 5. *Average Variant Extracted* (AVE) Value

Variables	AVE Value
EU	0,718
UT	0,773
US	1,000
PI	0,686

(Source: outputSmartPLS , 2024)

Based on the table above, it is known that each indicator of the latent construct is able to explain 50% or more of its variance (Kwong & Wong, 2013).

3. Composite Reliability

In SEM-PLS analysis, a construct is declared reliable if it has a *composite reliability* value> 0.6 and is reinforced by a *Cronbach's Alpha* value> 0.7. The results of composite reliability testing can be seen in the following table:

Table 6. *Composite Reliability* and *Cronbach's Alpha* values

Variables	*Cronbach's Alpha*	*Composite Reliability*
EU	0,932	0,948
UT	0,857	0,955
US	0,936	0,953
PI	0,939	0,955

(Source: outputSmartPLS , 2024)

Based on the table above, all constructs have a value *composite reliability* and *Cronbach's* Alpha> 0.7 so it is concluded that they are reliable.

Structural Model Evaluation (*Inner Model*)

The structural model evaluation stage (*inner model*) includes *model fit* and hypothesis testing. The model goodness test is carried out by paying attention to the values *R-square* (R^2) and *Q-square* ($Q^{2)}$) . Hypothesis testing is done partially by examining the significance of the relationship between variables, both *direct effects* and *indirect* . The results of the process *bootstrapping* on the structural model are shown in the following figure:
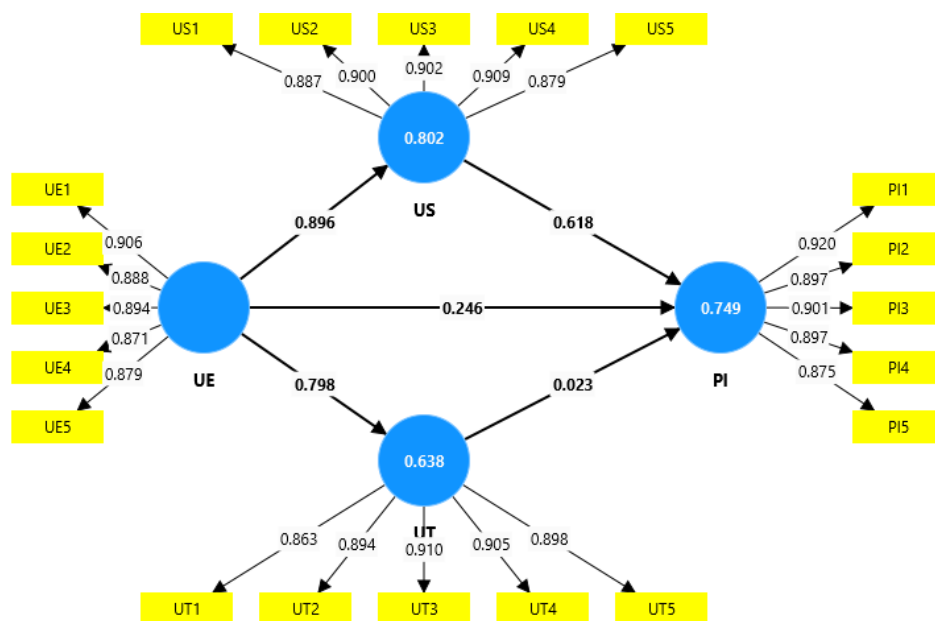

Figure 5. *Bootstrapping* Process Results
(Source: output *SmartPLS* , 2024)

1. *Model Fit* Test

The R-Square (*R2*) is used to determine the predictive power of the structural model in SEM-PLS analysis. The criteria for the value value *R-square* close to 0.67 is considered strong, 0.33 as moderate, and 0.19 as weak (Chin, 1999). The value *R-square* can be seen in the following table:

Table 7. *R-Square* Value

Endogenous Variable	R-Square	Criteria
PI	0,738	Strong

(Source: output SmartPLS , 2024)

Based on this table, it can be seen that the value of the *R-square* endogenous variable PI is **0.738**. This value explains that the strength of the US, EU and UT variables in predicting PI is 73.8%.

2. Hypothesis Test

The results of testing the research hypothesis can be seen in the following table:

Table 8. The value of the relationship between variables (*direct* and *indirect effects*)

No.	Variable Relationship	O	T	P	Description
1	EU ▢ PI	0,572	4,022	0,000	Positively Significant
2	EU ▢ US	0,887	32,815	0,000	Positively Significant
3	US ▢ PI	0,597	4,533	0,000	Positively Significant
4	EU ▢UT	0,765	17,801	0,000	Positively Significant
5	UT ▢ PI	0,737	18,465	0,000	Positively Significant

(Source: outputSmartPLS , 2024)

From the table above, a *t-statistics* value of more than 1.96 or a smaller than the significance level (<0.05) indicates that a relationship between variables is significant.*p-value*

Table 9. Sobel Test Results

No.	Variables	Z	p-value
1	EU - US - PI	2,67	0,01
2	UE - UT - PI	2,07	0,04

(Source: outputSobel calculator , 2024)

From the table above, the results of the analysis *sobel test* are seen with the condition that if the *z-value* in absolute price> 1.96 or the level of statistical significance z (*p-value*) <0.05, it means that the *indirect effect indirect effect of* or the independent variable on the dependent variable through the mediator (Preacher & Hayes, 2004).

So based on the results of the analysis and statements above, the relationship between the study variables can be explained as follows:

1. The effect value of the variable **UE** on **PI** is 0.572 with a *p-value* of 0.000 (<0.05). Thus **H1 is accepted**, namely *user experience has* a positive and significant effect on the *purchase intention of* Tokopedia customers.
2. The effect value of the variable **UE** on **US** is 0.887 with a *p-value* of 0.000 (<0.05). Thus **H2 is accepted**, namely *user experience has* a positive and significant effect on *user satisfaction of* the Tokopedia application.

3. The effect value of the variable **US** on **PI** is 0.597 with a *p-value* of 0.000 (<0.05). Thus **H3 is accepted**, namely *user satisfaction* has a positive and significant effect on the *purchase intention of* Tokopedia customers.

4. The effect value of the variable **UE** on **UT** is 0.765 with a *p-value* of 0.000 (<0.05). Thus **H4 is accepted**, namely *user experience has* a positive and significant effect on user trust in the Tokopedia application.

5. The effect value of the variable **UT** on **PI** is 0.737 with a *p-value* of 0.000 (<0.05). Thus **H5 is accepted**, namely *user trust* has a positive and significant effect on the *purchase intention of* Tokopedia customers.

6. The value of *z score* the effect of the **UE** variable variable as the mediating variable on **PI** with the **UT** is 2.07 with a *p-value* of 0.04 (<0.05). Thus **H6 is accepted**, namely *user trust* is able to mediate the relationship between *user experience* and *purchase intention of* Tokopedia customers.

7. The value of *z score* the effect of the **UE** variable variable as the mediating variable on **PI** with the **US** is 2.67 with a *p-value* of 0.01 (<0.05). Thus **H7 is accepted**, namely *user satisfaction* is able to mediate the relationship between *user experience* and *purchase intention of* Tokopedia customers.

Discussion

The Effect of User Experience on Purchase Intention of Tokopedia Application Users

The impact of *user experience* is positive and significant on the *purchase intention of* Tokopedia application users (H1). *User experience* directly affects purchase intention by 74.5 percent, a statistically proven effect as shown by a p-value of less than 0.05. Positive feedback in the application increases *user satisfaction* and prolonged application engagement, thus leading to increased intention among customers to make purchases through the Tokopedia application. This finding is proven by research (Gunarso & Setiawan, 2022) where a good will encourage purchasing decisions. The results of the current study are supported by research findings *user experience* (Monica & Widaningsih, 2020) where a returning to Tokopedia was found where sensory, emotional, physical, and social experiences affect trust and positive effect on the *purchase intention of user satisfaction*, and subsequently, the *purchase intention of* Tokopedia application users (H2, H4). This study revealed a significant positive impact of *user experience* on *user satisfaction* on theapplication Tokopedia (H3). David's findings (David, 2023) show that as respondents' enjoyment of using the Tokopedia application increases, level of their also increases. Research shows that *user satisfaction user experience* has a

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favorable impact on *user satisfaction*. In addition, other studies confirm that *user experience* significantly and positively affects *user satisfaction* (Wibowo & Prapanca, 2022

The effect of user satishfaction on the purchase intention of Tokopedia application users

The results of hypothesis testing show that the interaction effect of variables *user satisfaction* on the *purchase intention of* Tokopedia application users (H3) and *user satisfaction* is able to mediate the relationship between *user experience* and Tokopedia the Tokopedia application is able to increase the influence of customer *purchase intention* (H7), which means that the good *user satisfaction of* customer on the application*purchase intention* . This finding is in line with the opinion of (Hafidz & Nabilah, 2024) *User satisfaction* in shopping online at the *marketplace* is influenced by pleasant experiences for customers. In other words, the higher the level of satisfaction that customers feel when using the applicationTokopedia , the higher the likelihood that they will make repeat purchases in the future. When customers feel that Tokopedia has met their expectations, they will be more likely to use the application frequently for online purchases and will be more likely to make repeat purchases. *marketplace*

Convenience in using the Tokopedia application plays a very important role, including the ease of transactions thanks to the available payment methods. The Tokopedia app also allows access anytime at the customer's convenience, as well as providing product descriptions that make it easier for customers to choose the items they want to buy. Because of these factors, customers feel satisfied with the level of convenience provided, which in turn has an impact on increasing their likelihood of making repeat purchases on Tokopedia in the future. This result is in line with (Rifqi Ashfa & Ishak, 2023) which states that that the higher the the higher the *user satisfaction*, customer .*purchase intention*

The effect of user trust on the purchase intention of Tokopedia application users

Customer (*trust user trust*) is the basis for transactions for sellers and buyers which makes consumers have high expectations to be satisfied with the buying and selling relationship. The test results show that there is a significant difference in the effect of *user trust* on customer (H5) and *purchase intention user trust* is able to mediate the relationship between *user experience* and Tokopedia customer (H6). This finding is in line with the results of research *purchase intention* (Nadia et al., 2021) that the trust variable has a significant relationship with the *purchase intention of* Tokopedia users. This strengthens the theoretical assumption, that the more customer trust, the higher the *purchase intention of* Tokopedia application users. in research (Prayoga et al., 2023) customer trust and ease of use have a positive and significant effect on the use of the application system. Other studies

have also examined the results that consumer confidence has a positive and significant effect on consumer *online purchase intention* (Surja & Maupa, 2024)

The role of trust in a transaction, interaction or exchange in a meeting is trust, *trust* in the context of marketing is the attitude of a party's willingness to rely on the other party in transaction activities that are accompanied by risk and uncertainty about the future.

CONCLUSION

This study found that user experience has effect a positive and significant on customer purchase intention, user satisfaction, and user trust in the Tokopedia . additionapplicationIn, user trust and user satisfaction proved to have a significant mediating role on the effect of user experience on purchase intention. These findings confirm that despite differences in research subjects, the results show that user trust has an important contribution to the purchase intention of Tokopedia , which is usersnot influenced by age differences (Gunarso & Setiawan, 2022). This research provides a theoretical contribution in the development of theories related to these variables, which also contributes to further studies by considering other that factors can influence purchase intention.

Practically, this study suggests Tokopedia to improve its user-friendly interface design, speed up the purchasing process, and provide relevant product recommendations and social interaction through user reviews. These factors can increase user trust and user satisfaction, which in turn increase purchase intention. In terms of policy, it is recommended that Tokopedia tighten product description rules, improve customer service, and guarantee the quality of goods with price discounts. This study also has limitations, such as a sample limited to users in Bali and a certain age, as well as external factors that are not taken into account, such as promotions or pricing policies. For future research, it is recommended to expand the number of respondents and add variables such as word of mouth (WOM) to gain a deeper understanding of the influence of user experience on on purchase intention Tokopedia.

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