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DOES TRUST AND HEDONIC OTIVATION ENHANCE PURCHASE INTENTION?

Benedict Valentine Arulanandam[1] Helma Malini[2] Fiola Oktaningtias[3]

[1]Sunway University, Kuala Lumpur, Malaysia

[2][3]Tanjungpura University, Pontianak, Indonesia

Abstract: The purpose of this study is to define the influence of Hedonic Motivation, Instagram Stories Features and Trust to Consumer Purchase Intention. This work uses a quantitative approach to the study of data using multiple linear regression approaches. The participants in this analysis are women aged 20 to >25 years of age. The findings of this study are that Hedonic Motivation, Instagram Stories Features and Trust have a significant positive effect on Purchase Intention. The findings of the analysis showed that the three independent variables had a major positive effect. Hedonic Motivation, Instagram Stories Features and Trust have a major positive impact on Purchase Intention at a 5% point of significance.

Keywords: Hedonic Motivation, Instagram Stories Features, Trust, Consumer Purchase Intention.

Introduction

Since the start of the twenty-first century, the internet has facilitated entertainment, games, social play activities and information free of charge, as a way of tempting the consumer to buy goods. The young people of the new generation are comfortable conducting business and engaging in social activity in the worlds of electronic commerce and cyberspace and they adapt easily to the many simulated worlds that make up the cultural economy. The web can provide access to a wide range of products with low cost extensive and tailored information, at-home convenience for product comparisons. The past of the internet shopping experience was an information search and transactional approach, the present is as a shopping, sharing and decision-making tool, and its future can be seen as retail therapy and social pass-time (Garg & Joshi, 2018; Miranda, 2009; Oh et al., 2010).

The greatest threat to any established company is failing to deploy internet- based technologies strategically (Harridge-March et al., 2008). Innovation-driven change embodied in internet-based technologies is multi-faceted and unique to the requirements of individual firms. Instagram stories features is effective as users actively seeing Instagram stories and what as representation of products. Using them to gain consumer attention is thus much easier (Bauer et al., 2002a; Ho et al., 2020).

One of the facilities offered in shopping on Instagram can be found through its ease of use. This can be seen from how Instagram is easily operated right and how to easily find what you are looking for through advertisements on Instagram and it will give the hedonic motivation to the consumer because they can see various lipstick products that have been provide by Dear me beauty brand and through Instagram stories features that are mostly done on Instagram.

Even though Instagram is ease to use but still the consumer has trust issue in online shopping, Perception of trust also determines someone in making purchases on Instagram. The higher perception of trust causes a person to have a higher fear when transacting online, and vice versa. Various concerns from e- commerce transactions can be psychological, legal or economic in nature. Fear of being deceived, unsatisfactory, sometimes the delivery is long and the ordering system is confusing to customer which can lead to the cancelling of buying products (Ab Hamid, 2008; Boshoff & Elliot, 2005).

Based on the above reason, this research conducted to find how trust and hedonic motivation in Instagram stories features enhance Consumer Purchase Intention beauty lipstick products. Also, this research focuses on the effect of trust and hedonic motivation in Instagram stories features. Then the tittle of this thesis is "Does Trust and Hedonic Motivation in Instagram Stories Features Enhance Consumer Purchase Intention of Lipstick Products".

Literature Review

Most authors agree in creating a distinction between affectional and psychological feature process in client alternative behaviour. Thus, researchers have conjointly centered on 2 connected major dimensions of product or complete associations. the primary is that the ancient notion of instrumental or utilitarian performance wherever the complete is seen as performing arts a helpful operate. The second dimension is that of hedonistic (emotional) performance whereby brands square measure valued for his or her in and of itself pleasing properties (Elliott & Boshoff, 2007; Mehta & Sivadas, 1995; Shen et al., 2016).

The influence of those 2 complete dimensions on client satisfaction has been extensively studied by researchers in numerous contexts (In the precise domain of cosmetics, utilitarian complete edges talk over with the power of the complete to effectivelyaccomplish the secure effects over physical look (for example, body shaping, reducing wrinkles or fat, getting a firmer, brighter, hydrous skin). However, the perception of tangible outcomes of the employment of cosmetics could also be thought-about quite subjective (Gordon & De Lima-Turner, 1997). To underline the utilitarian good thing about cosmetic merchandise,

marketers most frequently use refined packaging styles as product containers, during this context, some researchers counsel that the consumer's perception of the packaging could represent a major think about his/her quality and performance judgements (With respect to the hedonistic edges of cosmetic brands, these talk over with emotional experiences that the complete is ready to deliver to the patron (for example, the pleasure of feeling additional enticing and younger or to feel additional comfy with oneself). These brand-related stimuli constitute the foremost supply of subjective, internal client responses, that some authors have referrednto as complete expertise Consumers' experiences with cosmetic brands, as preserved in memory, can embrace emotional associations with the complete (Bauer et al., 2002b; Duffett, 2017).

Emotional complete experiences return as assemblies of parts like specific appraisals, action tendencies,desires, feelings and physiological responses. during this analysis, four emotional experiences associated with cosmetic complete consumption were known within the literature and through variety of qualitative focus cluster sessions with feminine university students. they're (1) feelings of social and skilled success, (2) feeling desirable, (3) feeling of sensory pleasure, and (4) relief from feelings of discontentedness with oneself (Chaovalit, 2014; Hanzaee & Andervazh, 2012; Haro, 2018; Park & Jung, 2013; SR et al., 2013).

Methods

Source of Data

To collect data paper-based questionnaire will be used, it is use to obtain the relevant data for solving and analyzing the problem. Researcher will give the questionnaire to the Instagram female users in Pontianak. And several methods of collecting data will be conducted to obtain the relevant data for solving and analyzing the problem. The data used in this study are derived from primary and secondary data to answer relevant questions and evaluate results.

Population and Sample

According to (Aneshensel, 2012; Sekaran & Bougie, 2016), population is the aggregate of all the elements, sharing some common set of characteristics that compromises the universe for the purpose of the marketing research problem. In this research, respondent is the active female users of Instagram as much as 200 female users in Pontianak city in range age 20 until 30. Researchers chose women because women's instincts like beauty products, by examining women this research will work properly. However, the population is considered in a huge number so that sample is needed. Sample is subset from population which be taken based on some procedures to represents population (Annells, 1996).

Researchers use a Likert scale questionnaire model, a scale designed to examine how strongly the subject agreed or disagreed with the statement on a five-point scale. The questionnaire in this study contains a statement regarding consumer purchase interest.

Research Variable

Variables can be defined as any aspect of a theory that can vary or change as part of the interaction within the theory. In other words, variables can be anything that can affect or change the result of a research depends on how they are positioned. Every research has variables as they are needed as factors that would help researchers to understand differences. There are two types of variables used in this research: independent variable, and dependent variable.

Findings

This study uses Instagram Stories Features of Lipstick Products as the research object. Based on the results of sample selection conducted using purposive sampling techniques, then the number of samples taken for this study were 200 respondents. The type of data in this study uses primary data in determining the method of collecting data obtained from by distributing questionnaires to Instagram female.

The sample is part of the part taken as a data source, using a certain way, so that this data source can represent all participants. According to (Sekaran & Bougie, 2016), sample is part of the amount and variation owned by the population. A sampling of the research must be carried out in order to obtain truly representative samples. Most of the samples taken are truly representative of the research district.

Table 4.1 Respondent Description

Source : Primary data processed, 2020

No	Criteria	Total	Percentage (%)
1.	Gender: Women	200	100%
	Total Respondent	200	100%
2.	Age: 20 – 21 22 – 24 > 25	71 82 47	35,5% 41% 25,5%
	Total Respondent	200	100%
3.	Education: SMA/SMK University	100 100	50% 50%
	Total Respondent	200	100%

Table 1.2 Descriptive Statistics

N		Minimum	Maximum	Mean	Std. Deviation
X1	200	3,60	5,00	4,5680	,34111
X2	200	3,40	5,00	4,5185	,31751
X3	200	3,00	5,00	4,5788	,41530
Y	200	3,83	5,00	4,5759	,27070
Valid N (listwise)	200				

Source: Output SPSS 25, 2020

From the results of the descriptive analysis in table 4.2 shows the following that he output table above displays the value of N or 200 samples of the data to be analyzed. The minimum Consumer Purchase Intention value is 3, 83. This can be interpreted that the lowest Consumer Purchase Intention value among sample is 3, 83. While, the maximum Consumer Purchase Intention value is 5, 00. This can be interpreted that the highest Consumer Purchase Intention value among sample is 5, 00. The average value of Consumer Purchase Intention is 4, 5759 with a standard deviation of, 27070. The minimum Hedonic Motivation value is 3, 60. This can be interpreted that the lowest Hedonic Motivation value among sample is 3, 60. While,

the maximum Hedonic Motivation value is 5, 00. Hedonic Motivation has a mean value of 4,5680 with a standard deviation (std deviation) of ,34111 which means that the mean value is greater than the standard deviation, thus indicating that the results are quite good. That is because the standard deviation is a very high deviation reflection, so that the spread of data shows normal results and does not cause bias.

The minimum Instagram Stories Features value is 3.40. This can be interpreted that the lowest Instagram Stories Features value among the sample is 3.40. Instagram Stories Features has a mean value of 4,5185 with a standard deviation (std deviation) of ,31751 which means that the mean value is greater than the standard deviation, thus indicating that the results are quite good. That is because the standard deviation is a very high deviation reflection, so that the spread of data shows normal results and does not cause bias.

The variable X3 or Trust has a mean value of 4,5788 with a standard deviation (std deviation) of ,41530 which means that the mean value is greater than the standard deviation, thus indicating that the results are quite good. That is because the standard deviation is a very high deviation reflection, so that the spread of data shows normal results and does not cause bias.

Table 4.3 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		200
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	,14211264
Most Extreme Differences	Absolute	,051
	Positive	,049
	Negative	-,051
Test Statistic		,051
Asymp. Sig. (2-tailed)		,200[c,d]

Source: Output SPSS 25, 2020

Table 4.4 Multicollinearity Test Result

	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
(Constant)	,416	,184		2,263	,025		
X1	,343	,032	,432	10,824	,000	,882	1,133
X2	,411	,034	,482	11,971	,000	,867	1,154

	,161	,026	,247	6,193	,000	,886	1,129
X3							

Multicollinearity indicates the relationship between independent variables. There should be no correlation between independent variables or multicollinearity in a good regression model. The presence of multi-collinearity can be seen from the value of VIF (Variation Inflation Factor) and TV (Tolerance Value). If the VIF value is below 10 and the tolerance value is above 0.1 then the regression model can be considered free of multicollinearity.

Based on the results of the multicollinearity check shown in the table above, there are no independent variables whose tolerance values are less than 0.1. It notes that there is no association in this analysis between independent variables. Apart from the tolerance value, the presence or absence of multicollinearity must also be seen from the value of the Variance Inflation Factor (VIF) which should not be greater than 10. From the table above, the data shows that the value of VIF does not exceed 10. Thus, it can be assumed that there is no multicollinearity between independent variables in this regression model.

Table 4.5 Heteroscedasiticity Test

		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	-2,569	2,846		-,903	,368
	LnX1	1,006	1,396	,069	,720	
	LnX2	,209	1,630	,012	,128	
	LnX3	,409	1,114	,035	,367	

Source: Output SPSS 25, 2020

Heteroscedasticity test using the park test that the value of, variable above0.05 and cannot be concluded multi conclusions. Then there is no heteroscedasticity in the regression model. Based on Table 4.5 it can be seen that the park test produces a significance value of s > 0.05, so it is concluded that there was no heteroscedasticity in the regression model, thus assuming for this research no heteroscedasticity has been fulfilled.

Table 4.6

Result Multiple Regression Linear

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,416	,184		2,263	,025
	X1	,343	,032	,432	10,824	,000
	X2	,411	,034	,482	11,971	,000
	X3	,161	,026	,247	6,193	,000

The results of this regression test indicate the value of a constant with a positive parameter of, 416. It is assumed that if the value of all variables (X) equals zero then the value (Y) will be, 416. It means that if the company has the value of Hedonic Motivation, Instagram Stories Features, trust it will be, 416. In other words, if Hedonic Motivation, Instagram Stories Features, Trust have no effect, Consumer Purchase Intention will increase by, 416.

The regression equation above shows the coefficient of Hedonic Motivation (X1) has a positive parameter of, 343. Then every 1-unit increase in Hedonic Motivation will increase the Consumer Purchase Intention by 343. The regression equation above shows the coefficient of Instagram Stories Features (X2) has a positive parameter of, 411. Then every 1- unit increase in Instagram Stories Features will increase the Consumer Purchase Intention by, 411.

The regression equation above shows the regression coefficient of the Trust (X3) has a positive parameter of, 161. Then every 1-unit increase in changes in DAR will increase the Consumer Purchase Intention by, 161.

Table 4.7

Coefficient Determination Result Model Summary

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	,851[a]	,724	,720	,14320

The coefficient of determination (R^2) test is used to measure how far the model's ability to explain variations in independent variables. Based on table 4.7 above, the determination coefficient based on an R-value of, 851 is obtained. This indicates that the value of R shows how much the relationship that occurs between the independent variables simultaneously to the dependent variable (Y). This shows in this study that there is a very strong relationship between Hedonic Motivation, Instagram Stories Features, and Trust simultaneously against Consumer Purchase Intention (Bauer et al., 2002a; Boshoff & Elliot, 2005; Harridge-March et al., 2008) Based on table 4.7 above, the determination coefficient based on an R square value of ,724 or 72.4% is obtained. This indicates that the value of R square shows that the percentage contribution of the influence of independent variables (Hedonic Motivation, Instagram Stories Features, and Trust) to the dependent variable (Consumer Purchase Intention) is 72.4%. Or the variation of the

independent variables used in the model (Hedonic Motivation, Instagram Stories Features, and Trust) can explain 72.4% of the dependent variable variation (Consumer Purchase Intention) (Putri & Wandebori, 2016).

Adjusted R Square is an adjusted R Square value, this value is always smaller than R Square and this number can have a negative price. According to (Sekaran & Bougie, 2016) that for regression with more than two independent variables, Adjusted R² is used as the coefficient of determination. The Standard Error of the Estimate is a measure of the number of errors of the regression model in predicting the value of Y. From the regression results obtained a value of ,14320, this means the number of errors in the prediction of Executive Compensation is ,14320. Based on the result Lipstick Products has to consider to put more aware on the update in their website such as posting regularly to gain the customers trust, make creative advertised to increase consumers hedonic, and also make a popular hashtag to gain a lot of viewers on Instagram Stories Features (Mehta & Sivadas, 1995; Shen et al., 2016)

Table 4.8

T-Test Partial Result Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	,416	,184		2,263	,025
X1	,343	,032	,432	10,824	,000
X2	,411	,034	,482	11,971	,000
X3	,161	,026	,247	6,193	,000

The T-test is used to determine the effect of each independent variable individually. Based on Table 4.8, it can be interpreted for decision making about the results of the hypothesis in this study.

Based on the table, the results of the analysis for H1, that the Hedonic Motivation (X1) has a t-count value of 10,824 and a t-table value of 1,972, then 10,824 < 1,972 and a significance value of 0.000> 0.05, so H1: is accepted, which means that the Hedonic Motivation has an effect on Consumer Purchase Intention.

The results of the analysis for H2, that Instagram Stories Features (X2) has a t-count of 11,971 and a t-table value of 1,972, and a significance value of 0.000> 0.05, so that H2: is accepted which means that Instagram Stories Features has an effect on Consumer Purchase Intention (Putri & Wandebori, 2016).

The results of the analysis for H3, that Trust (X3) variable has a t- count of 6,193 and the t-table value of 1,972, and a significance value of 0.000> 0.05, so that H3: is accepted which means that Trust has an effect on Consumer Purchase Intention.

Conclusion

This study aims to determine the effect of Hedonic Motivation, Instagram Stories, and Trust on Consumer Purchase Intention. This research uses multiple linear regression analysis research methods. Before testing hypotheses, classical assumption tests are performed: normality test, multicollinearity test, and heteroskedasticity. The type of data used in this study is Primary data is data that collected by a researcher from first-hand sources, using methods like surveys. In determining the method of collecting data obtained from by distributing questionnaires by using Google form to Instagram female users in the city of Pontianak. Based on the results of testing, analysis, and discussion carried out, it is concluded that:

The results of this study reveal that Hedonic Motivation has significant effect on Consumer Purchase Intention, meaning that Consumer Purchase Intention can come from Hedonic Motivation. So, Lipstick product must consider posting that will increase the exposure of Hedonic Motivation in Instagram Stories such as Encourage the followers to interact with Dear Me Beauty Instagram by posting carefully curated photos with captivating descriptions and strong calls to action. Try to grab their attention right at the beginning so they will spend more time on Instagram Dear Me Beauty account. The result showed that H1 is accepted if the Hedonic Motivation has significant effect on Consumer Purchase Intention.

The variable Instagram Stories Features has significant effect on Consumer Purchase Intention, meaning that Consumer Purchase Intention can come from Instagram Stories Features. So, Dear Me Beauty must consider putting posting that will increase the exposure of advertising in Instagram Stories such as posting good quality content, create creative photos to catch attention, put an Instagram theme that represents your style and encourage Instagram Stories shares. So, it can be concluded that H2 is accepted if the Instagram Stories Features has significant effect on Consumer Purchase Intention.

The variable Trust has significant effect on Consumer Purchase Intention, meaning that Consumer Purchase Intention can come from Trust. So, Dear Me Beauty must consider to put posting that will increase the Trust of Consumer in their advertising such as testimonial from customers, be Authentic, it refers to a certain purity of character, and in marketing, that means no lies, they want messaging that speaks the truth and that represents an honest reflection of the values they preach. The result showed that H3 is accepted if the Trust has significant effect on Consumer Purchase Intention.

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