Analysis of Millennial Purchase Intention Using Modified UTAUT2 in Yogyakarta City

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The purpose of this study was to analyse the effect of hedonic motivation and online purchasing habits on online purchase intentions and the effect of habitual mediation on hedonic motivation and online purchase intentions by Millennial. The research method used the AMOS path analysis to 400 students at the Universitas Sarjanawiyata Tamaniswia, Yogyakarta. The results showed that all hypotheses were accepted except hedonic motivation towards online purchase intentions, while habitual mediation of hedonic motivation and online purchase intentions was accepted, thus strengthening this mediation relationship. Thus, it can be concluded that Millennial like the online shopping experience because it is considered fun and amusing and can lead to habitual behaviour. The implication for online purchasing application managers should not only prioritize short-term (momentary) relationships but prioritize long-term relationships therefore consumers become accustomed to using the application. The author's recommendation for managers is to always be creative and innovative, such as creating an attractive and profitable membership program. This research is limited to the number and distribution area of the sample and does not specifically refer to a particular application. Suggestions for further research include the impact of social relationships and the facilitating conditions applied to online purchase intentions.

Keywords: habit; hedonic motivation; online purchasing intention

1. Introduction

As part of the global community, online sales in Indonesia have increased significantly (Wahyuawini et al., 2019). Online purchasing in the millennial generation is absolutely well known and widely applied across the world. Globalization had transform the business activities from physical to digital business (Wilson, 2019). Online shopping or e-commerce is a purchasing process that involves transactions between seller and customer though digital platforms on the internet (Salim et al., 2019; Turban et al., 2015). In Asia, there is a significant growth of online purchasing or e-commerce using in general. Based on an online report by the Asian Development Bank and Economic and Social Commission for Asia and the Pacific (ESCAP) in 2018 stated that Asia is the fastest-growing region in the global e-commerce marketplace. In addition, Kinda (2019) stated that the use of e-commerce in Asia has grown rapidly, led by China followed by many countries across Asia including Japan, India, South Korea, Vietnam, and Indonesia. Moore et al., (2016) in an online report prepared by Amplitude with Australian Trade and Investment Commission (Austrade) stated that the Indonesian market has grown 60-70 percent annually since 2014 and will expand to US$60 billion in 2020 that expected to generate for e-commerce sites. E-marketing activities and social media marketing conducted by e-commerce sites are strongly influenced the e-commerce businesses (Priansa & Suryawardani, 2020).

Millennial characteristics of purchasing itself become an interesting studied indeed because of the using application of the newest technology that they applied on a daily basis. Millennial are people who born between 1980 and 2000 (Lee & Kotler, 2016; Son et al., 2017) and they will lead and shape the future of the e-commerce system due to the total population of this generation, economic ability, and preference toward technology. Based on Moreno et al., (2017) Millennial is a large population and their purchasing power certainly making an attractive target for many e-commerce industries. In Indonesia itself, more than 33% Indonesia citizen is in age 15-34 which included Millennial and they are in their productive age and become the backbone of Indonesian economy (Ali & Purwandi, 2016 in an electronic report by Alvara Research Center).
Customer loyalty had become an important factor in determining companies’ success in the industry since customers who are loyal to a certain company tended to only buy a product or service from the same company and had no interest in the similar products or services offered by the competitors (Wilson, 2018). Creating and maintaining a loyal relationship for millennial customers through an online mechanism is one of a challenging matter to marketer since they can easily change their preference just a click away. When it comes to an online mechanism, the customer’s level of system or technology acceptance become important since it will be one of the biggest consideration subject to become a loyal customer. Therefore, this study analyzes several variables related to system or technology acceptance matters.

This study used a modification of extending the Unified Theory of Acceptance and Use of Technology to analyze the influence of hedonic motivation and online purchase habits toward online purchase intentions and the mediation of online purchasing habits on hedonic motivation and online purchase intentions by Millennial. Hedonic motivation defines as the fun or pleasure derived from using technology and playing an important role in determining technology acceptance and use (Brown & Venkatesh, 2005; Venkatesh et al., 2012). Habit is defined as the extent to which people trend to perform behaviors automatically because of learning (Limayem et al., 2007; Venkatesh et al., 2012). Online purchase intentions mean the willingness of a user to purchase (online) a certain product (Roudposhti et al., 2018). Companies were able to develop their online store, it could lead customers make another purchasing activity toward of the website (Wilson, 2019). This research boldly emphasizes the role of hedonic motivation and online purchasing habit to strengthen online purchasing intention and their mediation relationship with each other. 

Unified Theory of Acceptance and Use of Technology (UTAUT) firstly introduced by Viswanath Venkatesh, Michael G. Morris, Gordon B. Davis and Fred D. Davis in an article titled “User Acceptance of Information Technology: Toward A Unified View” published in 2003. In the early model, UTAUT elaborated four core determinants (performance expectancy, effort expectancy, social influence and facilitating conditions) of intention and usage and four moderators (gender, age, experience and voluntariness of use) (Venkatesh et al., 2003). UTAUT has been widely used to research various types of technological innovations around the world, both organizational and consumer use (Putra & Ariyanti, 2017). Since then, UTAUT model has been developed and in March 2012, Viswanath Venkatesh, James Y. L. Thong and Xin Xu published an article titled “Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology”. The extending UTAUT (UTAUT2) model has been used widely in technological or system information user behavior. This model elaborates on the determinant factors (performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value and habit) toward behavioral intention and use behavior and also the moderator’s factor (age, gender and experience) (Venkatesh et al., 2012). Researchers found it’s interesting to analyze more about millennial online purchasing used UTAUT2 modification. The reason because UTAUT2 is still rare to be applied in online purchasing research focused on millennial generation. Therefore it brings the novelty (UTAUT2 published in 2012) that fills the gap in the online purchasing research focused on millennial.

**H1: Hedonic motivation positively affect toward online purchasing habit**

Hedonic motivation refers to the enjoyment of shopping and excitement while shopping (Kim & Eastin, 2011). The emotion matters if the shopping experience can be represented by hedonic motivation (Pahnila & Warsta, 2010). Hedonic motivation more salient during the interaction with the technology (O’Brien, 2010). Hedonic motivation is so personal and unique that the usage of online shopping, hedonic shoppers deeply based on individual consumer preferences and making it difficult to identify (Brown, 2016). Hedonic shopping motivation creates potential entertainment and emotional values, consumers more stimulated, participates shopping process, feel free, fantasy motivation and also temporarily forget about their problems (Bakırtaş & Divanoğlu, 2013). Hedonic aspects do not generate in consumers’ online purchase, online portals should have any information about products and easy to access (Krithika & Rajini, 2017). Therefore, it becomes necessary to test the impact of hedonic motivation toward online purchasing habit.
ing (Alalwan et al., 2015; Venkatesh et al., 2012). Online purchasing habit not only influences those who utilize the website but also influences the online purchase intention (Escobar-Rodriguez & Carvajal-Trujillo, 2014). Based on Escobar-Rodriguez & Carvajal-Trujillo (2013) the greater the online purchasing habit on individuals the more likely they have a greater purchase intention. Therefore, it becomes necessary to test the impact of online purchasing habit toward online purchasing intention.

**H2: Online purchasing habit positively affect toward online purchasing intention**

As stated before, hedonic motivation stands for the fun or pleasure derived from using technology (Brown & Venkatesh, 2005; Mutlu & Der, 2017; Venkatesh et al., 2012). Hedonic motivation also refers to consumption behaviors in search of happiness, fantasy, awakening, sensuality, and enjoyment (To et al., 2007). Hedonic motivation applied in an online purchasing intention means the pleasure or joy feeling of the customer while using the online application. Based on Martínez-López et al., (2016) the hedonic side of consumption is even greater importance in an electronic-based market context, as online consumption tends to be associated with certain benefits of a non-functional or hedonic character. In addition, hedonic motivation has widely known as predicting determinant toward online purchasing intention (Alalwan et al., 2015; Riffai et al., 2012; Fard et al., 2019; Singh, 2014; Topaloğlu, 2012; Venkatesh et al., 2012; Yu et al., 2018). When customers feel the higher pleasure, joy or excitement while using e-commerce application, it would encourage their purchasing intention for more. However, there was a few research declined the relationship between hedonic motivation and behavioral intention (Escobar-Rodriguez & Carvajal-Trujillo, 2013). Therefore, it becomes necessary to test the impact of hedonic motivation toward online purchasing intention.

**H3: Hedonic motivation positively affect toward online purchasing intention**

Hedonic motivation refers to the enjoyment of shopping and excitement while shopping (Kim & Eastin, 2011). While, habit is a learning activity that composed of several factors, such as the number of short-term repetitions, reinforcement, the clarity of the situation, interest and ability to learn (Pahnilla & Warsta, 2010). When customers feel the higher hedonic motivation such as pleasure, excitement, and joy and make this feeling habitual behavior, it will boost their purchasing intention. However, from an insight into author knowledge, there has been never other research that analyzes this mediation relationship before. Therefore, it becomes necessary to analyze the online purchasing habit as a mediator between hedonic motivation and online purchasing intention.

**H4: Online purchasing habit mediates hedonic motivation toward online purchasing intention**

As the result showed that 62% (249) of participants are females and 38% are males (151). It indicates that female group of millennial are more actively using online purchasing than male group. The questionnaire also asked the most active questionnaire also asked the most active toward online purchasing. From 7 scale of Likert, online purchasing habit on individuals the more likely they have a greater purchase intention. Therefore, it becomes necessary to test the impact of online purchasing habit toward online purchasing intention.

**2. Method**

The methodology used path analysis to elaborate on the factors that been used in the research by AMOS22. Before the path analyses executed, researchers test the validity, reliability and fit model properly. Path analysis means a variation of multiple regression analysis and useful for analyzing a number of issues involved in causal (Stage et al., 2004). The validity and reliability test was used SPSS 24 to ensure the data and the questionnaire were robust and valid. The population of the research is student of Faculty of Economics in Universitas Sarjanawiyata Tamansiswa who have done online purchasing, on February until December in 2020 which is unknown. Based on Israel (1992) for mass population (more than 100,000) the sample size for 95% confidence level is 400 samples. The criteria of respondent in this research (purposive sampling) is the active student who was born in 1980-2000 and actively using online purchasing. The result showed that 400 students met the criteria from total 437 filled the questionnaire. All of the questionnaires used seven Likert-scale. The questionnaire items of hedonic motivation (fun, enjoyable, and entertainment), online purchasing habit (habitual level, addicted level, and necessity level) and online purchasing intention (future intention, daily using, and continuing planning) were adapted from Venkatesh et al., (2012).

**3. Results**

Result showed that 62% (249) of participants are females and 38% are males (151). It indicates that female group of millennial are more actively using online purchasing than male group. The questionnaire also asked the most active application that has been used by participants, and it showed Lazada gained 45% of users, Shopee gained 84% of users, Bukalapak gained 18% of users, Tokopedia gained 34% of users, OLX gained 16% of users, Tiket.com gained 17% of users, Traveloka gained 33% of users, Gojek gained 62% of user, Grab gained 59% of users, Blibli gained 5%, JD.ID gained 6% and Pegipegi gained 5%. From 7 scale of Likert, hedonic motivation’s mean amounted to 5.845; standard deviation amounted to 0.926 and variance amounted to 0.858. From 7 scale of Likert, online purchasing habit’s mean amounted 4.928; standard deviation amounted 1.360 and variance amounted 1.851. From 7 scale of Likert, online purchasing...
intention’s mean amounted 4.867; standard deviation amounted 1.206 and variance amounted 1.454.

Table 1. Validity Test

| Items                                      | Pearson Correlation | Sig  |
|-------------------------------------------|---------------------|------|
| Using online purchasing application is fun| 0.908               | 0.00 |
| Using online purchasing application is enjoyable| 0.937               | 0.00 |
| Using online purchasing application is entertaining| 0.874               | 0.00 |
| The use of online purchasing application has become a habit for me| 0.903               | 0.00 |
| I am addicted to use online purchasing application| 0.934               | 0.00 |
| I must use online purchasing application| 0.896               | 0.00 |
| I intend to continue using online purchasing application in the future| 0.835               | 0.00 |
| I will always try to use online purchasing application in my daily life.| 0.924               | 0.00 |
| I plan to continue to use online purchasing application frequently| 0.929               | 0.00 |

Based on Table 1, Buying Test, there are nine questionnaires’ items were tested using SPSS22. The result showed that all of the items were supported (Sig. < 0.00).

Table 2. Reliability Test

| Items                                      | Cronbach’s Alpha |
|-------------------------------------------|------------------|
| Using online purchasing application is fun| 0.827            |
| Using online purchasing application is enjoyable| 0.774            |
| Using online purchasing application is entertaining| 0.921            |
| The use of online purchasing application has become a habit for me| 0.863            |
| I am addicted to use online purchasing application| 0.819            |
| I must use online purchasing application| 0.875            |
| I intend to continue using online purchasing application in the future| 0.898            |
| I will always try to use online purchasing application in my daily life.| 0.793            |
| I plan to continue to use online purchasing application frequently| 0.764            |

Reliability concerns the extent to which a measurement of a phenomenon provides stable and consistent results (Taherdoost, 2016). Items were reliable if the Cronbach’s Alpha value is above 0.700 (Putri, 2015). Based on Table 2. The Reliability Test result showed that all of the indicators are greater than 0.700. It can be concluded that all of the indicators are reliable.

Table 3. Fit Model Test

| Criteria                      | Result         |
|-------------------------------|----------------|
| GFI                           | >0.9           |
| AGFI                          | 0.8-0.9 (marginal fit) | 0.855 | Accepted |
| TLI                           | >0.9           |
| IFI                           | >0.9           |
| NFI                           | >0.9           |
| PNFI                          | 0.6-0.9        |

Source: Processed Data, 2020

Based on Table 3. Fit Model Test result stated that most of the requirement is accepted. Goodness of Fit Index (GFI) is accepted amount 0.922 (criteria > 0.9); Adjusted Goodness of Fit Index (AGFI) is accepted amount 0.855 means this research has marginal fit; Tucker Lewis Index (TLI) is accepted amount 0.932 (criteria > 0.9); Incremental Fit Index (IFI) is accepted amount 0.955 (criteria > 0.9); NFI is accepted amount 0.947 (criteria > 0.9) and PNFI is accepted amount 0.631 (criteria 0.6-0.9).

Table 4. Hypotheses Test

| Hypotheses | Estimate | Standard Error | Critical Ratio | Probability | Conclusion |
|------------|----------|----------------|----------------|-------------|------------|
| H1         | 0.846    | 0.071          | 11.921         | 0.001       | Accepted   |
| H2         | 0.621    | 0.044          | 14.193         | 0.001       | Accepted   |
| H3         | 0.056    | 0.042          | 1.341          | 0.180       | Rejected   |

Source: Processed Data, 2020

Based on Table 4. Hypotheses 1 stated hedonic motivation positively affect toward online purchasing habit was accepted (p-value < 0.001). The hedonic shopper is often looking for things enjoyment, fantasy, fun, sensory stimulation, novelty, variety, and surprise. Hedonic motivation refers to the enjoyment of shopping, the pursuit of fun, and excitement while shopping (Kim & Eastin, 2011). This implicates that hedonic motivation would cause impulsive shopping, which refers to unplanned and hasty shopping (To et al., 2007). This result showed that the hedonic motivation can effect online purchasing because hedonic shopper is often not only looking for a value of the product but also bring more enjoyment. This result can suggest for marketers should be aware of aspects detailed, greater strategic design, and implementation of online strategies which also provide hedonic shoppers (Martínez-López et al., 2016).

Based on Table 4, Hypotheses 2 stated online purchasing habit positively affect online purchasing intention was accepted (p-value < 0.001). This consistent with the result of previous papers Escobar-Rodríguez & Carvajal-Trujillo (2014).
“Online Purchasing Tickets for Low Cost Carries: An Application of the Unified Theory of Acceptance and Use of Technology (UTAUT) Model”, Alalwan et al., (2015) also confirmed that online purchasing habit as a predictor of consumer intention, because intention played a role in facilitating their actual behavior as well as motivating them to use such a system in the future. The greater habit of individuals the more they are to have a greater intention to purchase (Escobar-Rodríguez & Carvajal-Trujillo, 2014). This result can suggest for marketers should implement marketing communications strategies that create online purchasing habit of using technology, this would influence more customers to form a stronger intention to purchase more (Escobar-Rodríguez & Carvajal-Trujillo, 2014).

Based on Table 4. Hypotheses 3 stated hedonic motivation positively affect toward online purchasing intention was rejected (p-value > 0.005). However, the result strengthens the mediation relationship between hedonic motivation and online purchasing habit toward online purchasing intention. This result creates a new paradigm for marketers to achieve not only make a joyful or happiness experience in their online application but also make the online application be the excitement habitual behavior for millennial. Escobar-Rodríguez & Carvajal-Trujillo (2013) in their article titled “Online Drivers of Consumer Purchase of Website Airline Tickets” also showed rejected results regarding the relationship between hedonic motivations toward online purchase intention.

Table 5. Standardized Directs Effects

|     | HM  | HT  | BI  |
|-----|-----|-----|-----|
| HT  | 0.602 | 0.000 | 0.000 |
| BI  | 0.056 | 0.873 | 0.000 |

Table 6. Standardized Indirects Effects

|     | HM  | HT  | BI  |
|-----|-----|-----|-----|
| HT  | 0.000 | 0.000 | 0.000 |
| BI  | 0.526 | 0.000 | 0.000 |

Table 7. Standardized Total Effects

|     | HM  | HT  | BI  |
|-----|-----|-----|-----|
| HT  | 0.602 | 0.000 | 0.000 |
| BI  | 0.582 | 0.873 | 0.000 |

4. Conclusion

The purpose of this research is filling the gap in the online purchasing intention of millennial with UTAUT2 as the core theory. The result above showed that the first, second, and fourth hypotheses were accepted, while the third hypotheses were rejected. It can be concluded that hedonic motivation directly affects online purchasing habit while online purchasing habit also acts as a mediator between hedonic motivation and online purchasing intention. Millennial like the online shopping experience because it is considered fun and amusing and can lead to habitual behavior. The implication for online purchasing application managers should not only prioritize short-term (momentary) relationships but prioritize long-term relationships therefore consumers become accustomed to using the application. Such a feeling, creating the habitual reaction (excitement feeling) and finally creating higher online purchasing intentions for customers or potential ones. The author’s recommendation for managers is to always be creative and innovative, such as creating an attractive and profitable membership program. This research is limited to the number and distribution area of the sample and does not specifically refer to a particular application. Suggestions for further research include the impact of social relationships and the facilitating conditions applied to online purchase intentions; it is also interesting to put a gender comparison (female versus male) as a moderator.

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