

The Influence of Influencers and Hedonic Motivation on Online Purchasing Decisions at Shopee

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ABSTRACT

In the current era of digitalization, online business is the largest market that provides many products including daily necessities, and online shopping can make it easier for consumers to get these needs, so that currently online shopping is liked by many people. One of the e-commerce that is growing and popular in Indonesia is Shopee. Many factors can influence consumer behavior in making purchasing decisions. This research aims to determine the influence of Influencers and consumer shopping motivation on the decision to purchase a product online at Shopee. The data collection method in this research uses a questionnaire using Google Form. The sample for this research consisted of 200 people who were Shopee consumers. The analysis technique used is a quantitative analysis technique with multiple linear regression using the SPSS program. The results obtained from this research show that the partial test results (T test) show a positive influence and the significance value of the influence of influencers (X1) on purchasing decisions (Y) is $0.000 < 0.05$ and the calculated t value is $4.914 > t$ table value, namely 1.972. And the T Test results show the significance value of the influence of hedonic shopping motivation (X2) on purchasing decisions (Y) of $0.000 < 0.05$ and the calculated t value of $6.734 > 1.972$. Then, from the results of multiple linear regression analysis, the influencer regression coefficient (X1) value was 0.037, which has a positive sign, so that if the influencer's influence increases by 1 value, purchasing decisions will increase by 0.037. And the regression coefficient value of the hedonic shopping motivation variable (X2) is 0.291, which has a positive sign, so that if hedonic shopping motivation increases by 1 value, purchasing decisions will increase by 0.291.

Keywords: Influencers, Hedonic Motivation, Online Shopping, Purchase Decisions.

1. INTRODUCTION

Online markets provide all consumer needs, from daily needs to lifestyle needs. Seeing the increasing number of consumers towards online shopping, business people are utilizing marketing via the internet as a form of their business strategy which is known as e-commerce. Purchasing online makes it easier for consumers to buy a product, because consumers don't need to go out to buy a product but can choose a product via their smartphone. So consumers can make transactions anywhere and anytime without any time limits. Apart from that, there are many product choices on offer. There are discounts so that the goods offered are cheaper than buying in a shop, as well as the availability of payment via various methods such as digital wallets, bank transfers, direct payments (cash on delivery), or using credit cards or pay later provided by each the online application. The conveniences provided make consumers more interested in purchasing online (Anggraini, 2019). Here are the 5 e-commerce sites most visited by consumers in 2023:

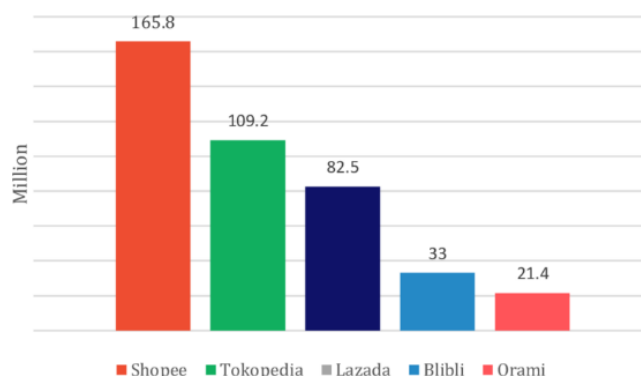


Figure 1. The most visited e-commerce
Source: Data processed from www.goodstats.id in 2023

The Shopee website is currently the website most visited by users and consumers to carry out online product buying and selling transactions. To maintain its position, Shopee must pay attention to various things related to purchasing decisions. In running an e-commerce system, promotional strategies and product quality must always be maintained to continue to increase sales in online stores (Wahidin, Zainal, et al. 2022).

There are many factors that influence online purchasing decisions, including influencer marketing and shopping motivation. Influencer marketing is a marketing strategy that features someone who has followers and can influence other people when promoting a product. Several previous studies have explained that influencer marketing has an influence on purchasing, such as research results (Lengkawati, Arti Sukma et al. 2021) which state that influencer marketing has a positive influence on purchasing decisions.

Shopping motivation is an impulse from consumers which is based on the need to act. Like research conducted (Fani and Hendri Dunan, 2022) which states that the results of shopping motivation research can influence purchasing decisions through ShopeePay during the Covid 19 pandemic. From previous research, influencer marketing and hedonic motivation together can influence purchasing decisions. With the encouragement generated by the influence of influencer marketing related to product promotions, it creates shopping motivation for consumers in making purchasing decisions. Based on this, the author is interested in researching the influence of influencers and hedonic motivation on online purchasing decisions at Shopee.

2. LITERATURE REVIEW

2.1 The Purchasing Decision

The purchasing decision is the decision stage where consumers actually purchase a product (Kotler et al., 2021).

There are five stages of the purchasing decision process depicted in figure 3, however this is not always linear but is often an iterative process where consumers are influenced by new information they encounter at various stages of decision making, which may lead to the need to return to the product. and reviewing their previous assessments (Kotler et al., 2021).



Figure 2. Stages of the decision making process
Source: Philip Kotler, et al (2021)

According to Kotler and Armstrong (2008:181) purchasing decision indicators are as follows following:

- Buying stability after knowing product information.
- Deciding to buy because it is the most preferred brand.
- Buy because it suits your wants and needs.

d) Buy because you get recommendations from other people.

According to Kotler and Armstrong (2012) there are several factors that influence consumer behavior, consisting of:

1. Cultural factors (culture, subculture, social class)
2. Social factors (reference group, family, role and status)
3. Personal factors (age and life cycle stage, work and economic environment, lifestyle, personality and self-concept)
4. Psychological factors (motivation, perception, learning, beliefs and attitudes).

From these factors, this research wants to review the influence factors of influencer marketing and shopping motivation on purchasing decisions made by consumers.

2.2 Influencer Marketing

Influencer marketing is the process of identifying and activating individuals who have influence on a particular target audience to become part of a product campaign with the aim of increasing reach, sales, relationships with consumers (Sudha & Senna, 2017: 16). Influencer marketing is what is ultimately expected to increase sales of a product by their work in influencing society as target consumers in terms of how they behave in deciding to purchase a product.

According to Mowen and Miror quoted in the journal Sugiharto and Ramadhana (Vol 8 no.2 2018) the characteristics of influencers must match the product they are bringing. If the audience feels interested in the influencer, they can easily persuade them through the influencer's interest.

Influencer Marketing can be used to improve marketing in this digital era. Influencer Marketing can also be interpreted as a service offered by Online Influencers to market the products or services of a business. According to Hariyanti (2018) an Influencer is a person or figure on social media who has a large or significant number of followers and what they convey can influence the behavior of their followers. According to (Rosyadi, 2018) influencer marketing is a person or public figure who has a strong influence in society or is the target consumer who will be targeted and can be the right promotional target. The microcelebrity phenomenon in Indonesia itself can recently be seen through the popularity of the term selebtwit on Twitter or selebgram on Instagram, whose presence has also enlivened the world of social media among its users (Krisnawati, 2016). The popularity of influencers who are considered to have a strong mass base or fanbase has now been utilized by industry players or brand owners as a marketing communications strategy to increase product sales.

Based on previous research conducted by Lengkawati, Arti Sukma, et al (2021), it is proven that influencers influence purchasing decisions. The research is supported by research by (Baronah, 2023), ferwhich states that influencer marketing has a positive effect on consumer decisions in purchasing a product. And other research that supports this is the research results of (Fernando1 & Riorini, 2023) stating that the t-test results for the influencer variable have a significance value of $0.000 < 0.05$, which means that the influencer variable has a significant influence on purchasing decisions.

2.3 Shopping Motivation

According to (Schiffman et al. 2008 in Afif, Muhamad, et al. 2020) motivation can be described as a driving force within individuals that forces them to act. These urges and desires arise due to needs that cannot be met. Therefore, motivation is a supporting factor for each person in carrying out an action.

According to Bagus Nugroho, Iris (2018), shopping activities that are based on desires originating from the consumer or motivation are called shopping motivation. Motivation for shopping is divided into 2, one of which is hedonic shopping motivation. Hedonic shopping motivation is a person's motivation to shop because of the feeling of getting pleasure and based on the person's emotional or subjective thoughts who feel shopping is something interesting (Utami, 2010 in Good Nugroho, Idris 2018). According to (Ernawati, 2022) states that motivation is a personal urge that arises from within a person to carry out activities that lead to purchasing decisions.

Based on research conducted by Iris, Bagus Nugroho (2018), stated that hedonic shopping motivation has a positive influence on purchasing decisions. This research is supported by research conducted by Samuri, Valetine I. F (2018), which states that hedonic motivation is able to influence consumers to carry out shopping activities. From previous research, there are several factors that influence hedonic shopping motivation, namely idea shopping, relaxation shopping, value shopping, adventure shopping and social shopping (Pasaribu and Kusuma 2015).

Hypothesis testing

Hypothesis Formulation:

H01 : There is no influence from Influencer Marketing (X1) on purchasing decisions (Y)

H02: There is no influence of Hedonic Shopping Motivation (X2) on purchasing decisions (Y)

Ha1: There is an influence of Influencer Marketing (X1) on purchasing decision (Y)

Ha2: There is an influence of Hedonic Shopping Motivation (X2) on purchasing decision (Y)

Ha3: There is an influence of Influencer Marketing (X1) and Hedonic Shopping Motivation (X2) on purchasing decision (Y)

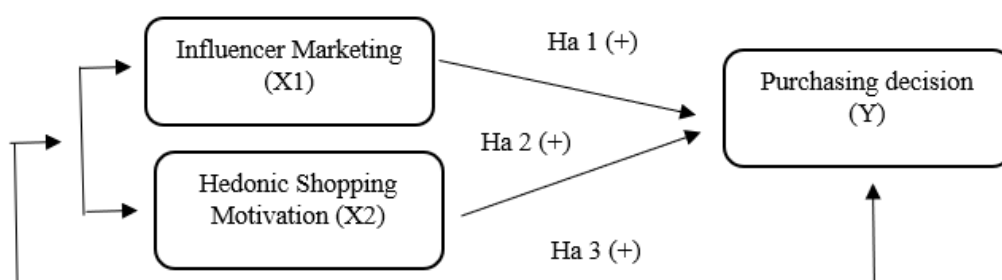


Figure 3. Framework

3. METHODS

The analysis technique used in this research is a quantitative analysis technique with multiple linear regression using the SPSS program. The data collection method in this research uses a questionnaire using Google Form. Measurements in this study used a Likert scale to measure opinions from correspondence who had filled out the questionnaire. This research uses several tests, namely partial T test, simultaneous F test, validity test, reliability test and multiple linear regression analysis.

Determining the number of samples uses the formula Hair, et al (2018) in Margareta, et al (2021) as follows:

$$n = \text{Number of Indicators} \times 5 \quad (1)$$

$$n = 26 \times 5 \quad (2)$$

$$n = 130 \quad (3)$$

Where: n = number of samples

In this study there were 26 indicators so the minimum sample size required was 130 respondents. However, the researchers rounded up so that the number of samples used in the research was 200 respondents.

The sample method taken was accidental sampling. According to Sugiyono, (2016; 124) Incidental Sampling is a technique for determining samples based on chance, that is, anyone who meets the researcher by chance can be used as a sample, if it is deemed that the person they happen to meet is suitable as a data source. Researchers distributed questionnaires via Google Form to respondents who had made purchases on the Shopee application.

4. RESULTS AND DISCUSSION

4.1 Correspondent Characteristics

In table 4.1 Characteristics of the correspondents above, the majority of respondents are 60.5% women and 39.5% men. Based on age, the majority of respondents were between 27-42 years old, 63.9%, 18% were 43-58 years old, 16.6% of them were 17-26 years old and 1.5% were under 17 years old. Based on education, 55.6% were undergraduate graduates, 21.5% were high school graduates, 9.3% were D3 graduates, 6.8% were less than high school graduates, 5.8% were master's graduates and 1% were doctoral graduates. Based on monthly online shopping expenditure, 46.8% spend less than Rp. 500,000, 30.2% spend Rp. 500,000-Rp. 1,000,000, 10.2% spend Rp. 1,000,000-Rp. 1,500,000, 5.9% of shopping expenditure was more than Rp. 3,000,000, 4% of shopping expenditure was Rp. 1,500,000-Rp. 2,000,000 and 2.9% of shopping expenditure was Rp. 2,000,000-Rp. 2,500,000. And the frequency of shopping in one month is 40.4% shopping 2-3 times,

17.1% shopping 3-4 times, 16.6% shopping more than 5 times, 16.1% only shopping once, 9, 8% shop 4-5 times a month.

Table 4.1 Characteristics of Respondent Data

Correspondent characteristics		Percentage (%)
Gender	Male	39,5%
	Female	60,5%
Age	<17 Years	1,5%
	17 - 26 Years	16,6%
	27 - 42 Years	63,9%
	43 - 58 Years	18%
Educational background	< SMA	6,8%
	SMA	21,5%
	D3	9,3%
	S1	55,6%
	S2	5,8%
	S3	1%
Online Shopping Expenditures	< Rp. 500.000	46,8%
	Rp. 500.000 - Rp. 1.000.000	30,2%
	Rp. 1000.000 - Rp. 1.500.000	10,2%
	Rp. 1.500.000 - Rp. 2.000.000	4%
	Rp. 2.000.000 - Rp. 2.500.000	2,9%
	> Rp.3000.000	5,9%
Frequency of Online Shopping in 1 month	1 time	16,1%
	2 - 3 Times	40,4%
	3 - 4 Times	17,1%
	4 - 5 Times	9,8%
	> 5 Times	16,6%

Source: Data is processed from the results of the questionnaire, 2024.

4.2 Validity and Reliability Test

The results of data processing using SPSS statistics program version 25 obtained validity values for the influence of influencer marketing on purchasing decisions, namely as follows:

The r table value is obtained from the formula $DF = N - 2$.

Where N= Number of samples. So $Df = 200 - 2 = 198$. Using a significance value of 5%, the r table value is 0.138.

Table 4.2 Validity Test of the Influence of Influencer Marketing Variable (X1)

		Correlations																
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.14	X1.15	Total_X1	
X1.1	Pearson Correlation	1	.752**	.291**	.509**	.514**	.482**	.503**	.449**	.271**	.040	.018	.010	.123	.131	.423**	.647**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.577	.797	.883	.084	.064	.000	.000	
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	
X1.2	Pearson Correlation	.752**	1	.296**	.521**	.491**	.425**	.387**	.374**	.276**	.060	.004	.048	.127	.166**	.395**	.627**	
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.402	.953	.500	.073	.019	.000	.000	
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	
X1.3	Pearson Correlation	.291**	.296**	1	.298**	.320**	.402**	.302**	.332**	.249**	.234**	.214**	.183**	.244**	.261**	.269**	.540**	
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.001	.002	.009	.001	.000	.000	.000	
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	
X1.4	Pearson Correlation	.509**	.521**	.298**	1	.614**	.483**	.364**	.371**	.186**	.039	.072	.075	.143*	.225**	.311**	.599**	
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.008	.587	.311	.290	.043	.001	.000	.000	
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	
X1.5	Pearson Correlation	.514**	.491**	.320**	.614**	1	.597**	.470**	.509**	.260**	.139	.150*	.131	.202**	.225**	.315**	.674**	
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.050	.034	.064	.004	.001	.000	.000	
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	
X1.6	Pearson Correlation	.482**	.425**	.402**	.483**	.597**	1	.485**	.423**	.186**	.154*	.159*	.133	.245**	.245**	.262**	.635**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.008	.029	.025	.061	.000	.000	.000	.000	
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	
X1.7	Pearson Correlation	.503**	.387**	.302**	.364**	.470**	.485**	1	.575**	.368**	.083	.143*	.102	.288**	.266**	.417**	.654**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.241	.044	.151	.000	.000	.000	.000	
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	
X1.8	Pearson Correlation	.449**	.374**	.332**	.371**	.509**	.423**	.575**	1	.424**	.200**	.202**	.134	.311**	.280**	.426**	.675**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.004	.004	.059	.000	.000	.000	.000	
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	
X1.9	Pearson Correlation	.271**	.276**	.249**	.186**	.260**	.186**	.368**	.424**	1	.270**	.273**	.224**	.417**	.491**	.454**	.609**	
	Sig. (2-tailed)	.000	.000	.000	.008	.000	.008	.000	.000		.000	.000	.001	.000	.000	.000	.000	
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	
X1.10	Pearson Correlation	.040	.060	.234**	.039	.139	.154*	.083	.200**	.270**	1	.681**	.766**	.290**	.316**	.117	.480**	
	Sig. (2-tailed)	.577	.402	.001	.587	.050	.029	.241	.004	.000		.000	.000	.000	.000	.099	.000	
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	
X1.11	Pearson Correlation	.018	.004	.214**	.072	.150*	.159*	.143*	.202**	.273**	.681**	1	.776**	.292**	.303**	.227**	.498**	
	Sig. (2-tailed)	.797	.953	.002	.311	.034	.025	.044	.004	.000	.000		.000	.000	.000	.001	.000	
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	
X1.12	Pearson Correlation	.010	.048	.183**	.075	.131	.133	.102	.134	.224**	.766**	.776**	1	.250**	.309**	.103	.465**	
	Sig. (2-tailed)	.883	.500	.009	.290	.064	.061	.151	.059	.001	.000	.000		.000	.000	.145	.000	
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	
X1.13	Pearson Correlation	.123	.127	.244**	.143*	.202**	.245**	.288**	.311**	.417**	.290**	.292**	.250**	1	.750**	.353**	.550**	
	Sig. (2-tailed)	.084	.073	.001	.043	.004	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	
X1.14	Pearson Correlation	.131	.166**	.261**	.225**	.225**	.245**	.266**	.280**	.491**	.316**	.303**	.309**	.750**	1	.273**	.573**	
	Sig. (2-tailed)	.064	.019	.000	.001	.001	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	
X1.15	Pearson Correlation	.423**	.395**	.269**	.311**	.315**	.262**	.417**	.426**	.454**	.117	.227**	.103	.353**	.273**	1	.621**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.099	.001	.145	.000	.000		.000	
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	
Total_X1	Pearson Correlation	.647**	.627**	.540**	.599**	.674**	.635**	.654**	.675**	.609**	.480**	.498**	.465**	.550**	.573**	.621**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Source: Data is processed from the results of the SPSS version 25 Program, 2024.

The results of the validity test in table 4.2 show that all statement items in the influencer influence variable (X1) have a r value > 0.138 (r table). Therefore, all items in variable X1 are valid and meet the requirements for data validity.

Table 4.3 Validity Test of Hedonic Shopping Motivation Variables (X2)

		Correlations						
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total_X2
X2.1	Pearson Correlation	1	.372**	.293**	.401**	.291**	.352**	.652**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	200	200	200	200	200	200	200
X2.2	Pearson Correlation	.372**	1	.508**	.386**	.348**	.299**	.716**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	200	200	200	200	200	200	200
X2.3	Pearson Correlation	.293**	.508**	1	.393**	.399**	.253**	.740**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200	200
X2.4	Pearson Correlation	.401**	.386**	.393**	1	.339**	.368**	.687**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	200	200	200	200	200	200	200
X2.5	Pearson Correlation	.291**	.348**	.399**	.339**	1	.386**	.672**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200	200
X2.6	Pearson Correlation	.352**	.299**	.253**	.368**	.386**	1	.617**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200	200
Total_X2	Pearson Correlation	.652**	.716**	.740**	.687**	.672**	.617**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200	200

** Correlation is significant at the 0.01 level (2-tailed).

Source: Data is processed from the results of the SPSS version 25 Program, 2024.

The validity test results in table 4.3 show that all statement items in the hedonic shopping motivation variable (X2) have a r value > 0.138 (r table). Therefore, all items in variable X2 are valid.

Table 4.4 Validity Test of Purchasing Decision Variables (Y)

		Correlations					
		Y1	Y2	Y3	Y4	Y5	Total_Y
Y1	Pearson Correlation	1	.499**	.410**	.288**	.415**	.741**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	200	200	200	200	200	200
Y2	Pearson Correlation	.499**	1	.314**	.295**	.236**	.665**
	Sig. (2-tailed)	.000		.000	.000	.001	.000
	N	200	200	200	200	200	200
Y3	Pearson Correlation	.410**	.314**	1	.172*	.316**	.648**
	Sig. (2-tailed)	.000	.000		.015	.000	.000
	N	200	200	200	200	200	200
Y4	Pearson Correlation	.288**	.295**	.172*	1	.541**	.677**
	Sig. (2-tailed)	.000	.000	.015		.000	.000
	N	200	200	200	200	200	200
Y5	Pearson Correlation	.415**	.236**	.316**	.541**	1	.727**
	Sig. (2-tailed)	.000	.001	.000	.000		.000
	N	200	200	200	200	200	200
Total_Y	Pearson Correlation	.741**	.665**	.648**	.677**	.727**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Source: Data is processed from the results of the SPSS version 25 Program, 2024.

The validity test results in table 4.4 show that all statement items in the purchasing decision variable (Y) have a calculated r > 0.138 (r table). Therefore, all items in variable Y are valid.

Reliability tests are carried out to measure the stability and consistency of measuring instruments when measuring concepts. Reliability test uses SPSS statistical program version 25.

Table 4.5 Reliability Test

Reliability Statistics		Reliability Statistics		Reliability Statistics	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
.865	15	.765	6	.724	5

X1 = **X2=** **Y =**

Source: Data is processed from the results of the SPSS version 25 Program, 2024.

Table 4.5 shows that the Cronbach's Alpha value for all variables has a value exceeding 0.60, which shows that the data in table 4.5 is reliable. Where according to (Sugiyono, 2018) if the Cronbach's Alpha value is > 0.6 , then the research instrument is reliable. If the Cronbach's Alpha value is < 0.6 , then the research instrument is not reliable.

4.3 Partial Test (T Test)

The partial T test aims to determine whether or not there is a partial (independent) influence given by the independent variable (X) on the dependent variable (Y). The partial T test analysis uses the SPSS version 25 statistical program.

The basis for decision making is:

If the significance value is < 0.05 or the calculated t value $> t$ table, then there is an influence of variable X on variable Y, and vice versa.

$$\begin{aligned}
 t \text{ table} &= t (\alpha/2 ; N-k-1) & (1) \\
 &= t (0.05 / 2 ; 200-2-1) & (2) \\
 &= t (0.025 ; 197) & (3) \\
 &= 1.97208 \text{ (result from t table list)} & (4)
 \end{aligned}$$

where: $\alpha = 5\% = 0.05$

N = Number of samples

K = number of Independent variables (X1)

So the results of the t test for variable Influencer marketing (X1) against purchasing decision (Y) and variable hedonic shopping motivation (X2) against purchasing decision (Y) are:

Table 4.6 T Test for Variable Influencer Marketing (X1) Against Purchasing decision (Y)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.139	1.556		9.089	.000
	Influencer_marketing	.126	.026	.330	4.914	.000

a. Dependent Variable: Keputusan_pembelian

Source: Data is processed from the results of the SPSS version 25 Program, 2024.

Partial test results (T test) for variable X1 against Y:

In accordance with table 4.6, the results of the T test show that the significance value of the influence of influencers (X1) on purchasing decisions (Y) is $0.000 < 0.05$ and the calculated t value is $4.914 > t$ table value, namely 1.97208, so H_0 1 is rejected and H_a 1 accepted. This means that there is a significant influence of influencers on purchasing decisions.

Table 4.7 T Test for Variable Hedonic Shopping Motivation (X2) Against Purchasing decision (Y)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	13.447	1.241		10.839
	Motivasi_belanja	.339	.050	.432	6.734

a. Dependent Variable: Keputusan_pembelian

Source: Data is processed from the results of the SPSS version 25 Program, 2024.

Partial test results (T test) for variable X2 against Y:

The T test results show that the significance value of the influence of hedonic shopping motivation (X2) on purchasing decisions (Y) is $0.000 < 0.05$ and the calculated t value is $6.734 > 1.97208$, so H_0 is rejected and H_a is accepted. This means that there is an influence of hedonic shopping motivation on purchasing decisions.

4.4 Simultaneous Test (F Test)

Simultaneous testing was conducted to determine whether the independent variables, namely Influencer Marketing (X1) and Hedonic Shopping Motivation (X2) would together have a significant influence on the dependent variable, namely purchasing decisions (Y). The Simultaneous test analysis uses the SPSS version 25 statistical program.

The basis for decision making is:

If the significance value is < 0.05 or the calculated f value $> f$ table, then there is an influence of variable X on variable Y, and vice versa.

$$\begin{aligned}
 F \text{ table} &= f(k; n-k) & (1) \\
 &= f(2; 200-2) & (2) \\
 &= f(2; 198) & (3) \\
 &= 3.04 \text{ (result from } f \text{ table list)} & (4)
 \end{aligned}$$

Where: k = number of independent variables (X)

N = number of samples

So the results of the f test from SPSS for variables X1 and X2 against Y are:

Table 4.8 F Test for Variables Influencer marketing (X1) and Hedonic shopping motivation (X2) against Purchasing decision (Y)

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	156.077	2	78.039	23.403
	Residual	656.918	197	3.335	
	Total	812.995	199		

a. Dependent Variable: Keputusan_pembelian

b. Predictors: (Constant), Motivasi_belanja, Influencer_marketing

Source : Data is processed from the results of the SPSS version 25 Program, 2024.

From table 4.8, it can be seen that the significance value for the influence of influencers (X1) and hedonic shopping motivation (X2) on purchasing decisions (Y) is $0.000 < 0.05$, and calculated f is $23.403 > \text{table } f \text{ value } 3.04$. This proves that H_{03} is rejected and H_{a3} is accepted. This means that there is the influence of influencers (X1) and shopping motivation (X2) on purchasing decisions (Y).

4.4 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the relationship between independent variables and dependent variables. Where the independent variables used in this study are influencer marketing and hedonic motivation with the dependent variable being the purchasing decision.

Therefore, this test is used to determine the relationship between the influence of influencer marketing and hedonic motivation on purchasing decisions. Multiple linear regression analysis using the SPSS statistical program version 25.

Table 4.9 Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.384	1.535		8.067	.000
	Influencer_marketing	.037	.031	.097	1.173	.242
	Motivasi_belanja	.291	.065	.371	4.506	.000

a. Dependent Variable: Keputusan_pembelian

Source: Data is processed from the results of the SPSS version 25 Program, 2024

The results of multiple linear regression analysis are:

$$Y = a + b_1.X_1 + b_2.X_2 \quad (1)$$

$$Y = 12.384 + 0.037X_1 + 0.291X_2 \quad (2)$$

Where: a = constant or condition when a variable has not been influenced by other variables.

b₁ = regression coefficient value Influencer marketing (X₁)

b₂ = regression coefficient value Hedonic shopping motivation (X₂)

1. The constant value a shows a value of 12.384, meaning that if there is no change in the independent variable (values of X₁ and X₂ = 0) then the value of the dependent variable (value of Y) is equal to 12.384 or no change.
2. The influencer regression coefficient value (X₁) is 0.037, which is positive, so if the influencer's influence increases by 1 value, purchasing decisions will increase by 0.037.
3. The regression coefficient value of the hedonic shopping motivation variable (X₂) is 0.291, which is positive, so that if hedonic shopping motivation increases by 1 value, then purchasing decisions will increase by 0.291.

5. Conclusion

The results obtained from this research show that the partial test results (T test) show a positive influence and the significance value of the influence of influencers (X₁) on purchasing decisions (Y) is $0.000 < 0.05$ and the calculated t value is $4.914 > t$ table value, namely 1.972. And the T Test results show the significance value of the influence of hedonic shopping motivation (X₂) on purchasing decisions (Y) of $0.000 < 0.05$ and the calculated t value of $6.734 > 1.972$. Then, from the results of multiple linear regression analysis, the influencer regression coefficient (X₁) value was 0.037, which has a positive sign, so that if the influencer's influence increases by 1 value, purchasing decisions will increase by 0.037. And the regression coefficient value of the hedonic shopping motivation variable (X₂) is 0.291, which has a positive sign, so that if hedonic shopping motivation increases by 1 value, purchasing decisions will increase by 0.291.

From these results it can be concluded that influencer marketing and hedonic shopping motivation have a positive and significant influence on purchasing decisions in the Shopee marketplace. This means that influencer marketing and shopping motivation have an influence on the ups and downs of purchasing decisions. If the Shopee Marketplace can improve sales strategies through influencer marketing and shopping motivation, purchasing decisions will increase and vice versa.

Suggestions for companies are: The selection of influencer marketing must consider the credibility of the influencer and a good way of conveying the product being promoted so that consumers can trust the reviews related to the product. In addition, Shopee regularly provides discounts to foster consumer hedonic motivation in making purchasing decisions. And suggestions For Further Researchers are : for researchers, it is hoped that in the future they can add research variables so that they can find out other additional factors related to the influence of purchasing decisions.

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