

Factors Influencing Purchase Intention in Mobile Shopping Applications with Satisfaction as Moderating Variable

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Abstract. Mobile shopping applications have become popular in the Indonesian e-commerce industry, as mobile shopping provides a distinct shopping experience compared to browser-based shopping. This study seeks to investigate the attitudes of mobile shopping application users as they relate to purchase intention, with satisfaction acting as a moderating variable. Investigating these factors, it gives insights into the aspects that influence user satisfaction and purchase intention which can help business design sales and marketing strategies. This study also aims to fill gaps in the existing literature by categorizing perceived benefits into social value and hedonic value in order to determine their impact on satisfaction when users are using the mobile shopping application. Using online surveys, 307 Indonesian respondents are collected in total. This study's empirical findings indicate that perceived usefulness, perceived enjoyment, perceived risk, social value, and hedonic value are significant predictors of customer satisfaction (STT). Surprisingly, Satisfaction (STT) is found to be insignificantly influenced by Perceived of Use (PEU). Satisfaction (STT) was then found to have a significant effect on users' purchase intention.

Keywords: mobile shopping application, satisfaction, purchase intention, online shopping, marketing strategies

Introduction

In the past few years, the growth in the usage of the internet and the number of mobile phone users are incredibly significant. As the popularity of this technology has grown, a lot of companies now build their focus on selling and marketing strategies

through mobile devices. Mobile shopping application is one of the tools. Shopping through a mobile phone gives a different experience of shopping compared through browser. The difference is, using a mobile shopping application involves various activities like purchasing products, accessing saved coupons, loyalty points, reading reviews, etc. Users generally download the application and keep the application installed on their mobile devices. This action gave retailers opportunities to reach out to their customers and send promotional offers. Overall, mobile shopping activities are more personal compared to shopping through browsers.

Unsurprisingly, shopping through mobile shopping applications is rapidly gaining popularity compared to mobile/desktop websites (Forbes, 2017). More than 90% of smartphone users also reported having at least one shopping application installed on their phones (Mindsea, 2019). According to a report by Criteo (2016), first-time users of mobile shopping applications are twice as likely to revisit the app within 30 days in comparison to mobile web users. This trend is evident in Indonesia, where more than 90% of smartphone users have at least one shopping app installed on their devices (Mindsea, 2019). With 167 million smartphone users in Indonesia as of 2021, representing 89% of the population, and 32 million of them engaging in online shopping, there is significant market potential for mobile shopping apps (Media Indonesia, 2021; CNN, 2021).

Given this potential, it is essential to pay attention to the factors that drive mobile shopping app usage, especially in emerging markets like Indonesia, which has the fastest-growing mobile penetration rate in the world. The technology acceptance model (TAM) is a hypothesis that can explain why new information systems are being adopted (Davis et al., 1989). Several studies have found that factors such as perceived usefulness, perceived enjoyment, and perceived ease of use significantly influence the behavioral intentions of m-commerce users (Balaji et al., 2013; Fong and Wong, 2015; Agrebi and Jallais, 2015; Wang et al., 2015; Faqih and Jadarat, 2015; Lim et al., 2016; Natarajan et al., 2017; Chen et al., 2018; Othman et al., 2019; Nasution et al., 2019; Lim et al., 2020; Patil et al., 2020; Tian, 2021).

Agrebi and Jallais (2015) found that satisfaction is also a key factor in predicting customer usage behavior. However, this study has some limitations, such as the need to add the variable "perceived risk" to the model to identify other antecedents of behavioral intention. While risk has frequently been used to explain the intention to use e-commerce and online banking, few studies have explored perceived risk in mobile shopping apps (Natarajan et al., 2017). Research conducted by Kindangen et al. (2021) and Marriott et.al (2018) found that perceived risk is significantly affecting customer purchase behavior.

Wang et al. (2017) discovered another limitation in the current research, which is the insufficient consideration given to the various dimensions of perceived value. Therefore, the objective of this study is to fill this void in research by breaking down perceived benefits into specific dimensions, such as hedonic and social value. The study found that hedonic value and social value have a positive effect on satisfaction and purchase intention in mobile shopping apps. However, because the sample in this study was primarily made up of young people (18-25 years old) from India, it is required to

assess user behavior across a range of age groups, including middle-aged and senior users, to identify any changes.

Literature Review And Hypothesis Development

Purchase Intention

In the realm of mobile marketing, the Technology Acceptance Model (TAM) has been extensively utilized as a framework for understanding users' attitudes toward technological innovations. One critical aspect of mobile shopping applications is understanding the online behavior intentions of customers and constructing and maintaining strong relationships with them. (Lim et al., 2016). According to the Theory of Planned Behavior, an individual's behavior is essentially determined by their desire to perform that behavior, and satisfaction is one of the main constructs in marketing literature, as stated by Nasution et al. (2019).

Purchase intention, which is the customer's desire to make an actual purchase through a mobile shopping application, is influenced by satisfaction, which, in turn, is dependent on the mobile shopping application meeting the buyer's requirements. The significance of purchase intention lies in its ability to measure and predict actual buying behavior among customers (Ariffin et al., 2018).

Effect of Perceived Usefulness (PU) towards Satisfaction

Perceived usefulness, a key construct in the Technology Acceptance Model (TAM), plays a vital role in explaining users' behavior toward technological innovations. Agrebi and Jallais (2015) explored the relationship between satisfaction and perceived usefulness and found that perceived usefulness is among the most significant determinants of satisfaction. Studies conducted by Natarajan et al. (2017) and Yuan et al. (2014) also supported the finding. They found that perceived usefulness is a crucial factor in determining user satisfaction with technology adoption. These studies highlight the importance of perceived usefulness in understanding and predicting user satisfaction with technological innovations. As a result, the current study presents the following hypothesis:

H1: Perceived Usefulness (PU) will positively influence satisfaction in mobile shopping application usage.

Effect of Perceived Ease of Use (PEU) towards Satisfaction

Perceived ease of use (PEU) is a significant component in the acceptance and application of technology. According to Agrebi and Jallais (2015), PEU refers to individuals' attitudes toward new technology that affect their usage behavior. These attitudes are influenced by the users' expectations and experience with the technology. In their study, the authors empirically evaluated the relationship between PEU and satisfaction with mobile commerce technology. The results revealed that a user's

perceived ease of use of the technology significantly affects their satisfaction with the technology.

Natarajan et al. (2017) conducted a similar study to explore the impact of perceived ease of use on satisfaction with mobile banking technology adoption. The authors found that PEU is a crucial predictor of user satisfaction with the technology. Specifically, users who perceived the technology as easy to use were more likely to be satisfied with its overall performance. These findings imply that the usability and convenience of use of a mobile shopping application play an important influence in defining customer satisfaction. By ensuring a seamless and user-friendly shopping experience, mobile shopping applications can improve customer satisfaction and drive business success. Given this information, the current study proposes the following hypothesis:

H2: Perceived Ease of Use (PEU) will positively influence satisfaction in mobile shopping application usage.

Effect of Perceived Enjoyment (PE) Towards Satisfaction

Perceived enjoyment is a key factor in determining user satisfaction in mobile shopping application usage. Natarajan et al. (2017) define perceived enjoyment as the extent to which users view the use of the application as pleasurable, regardless of potential consequences. Their study found a positive correlation between perceived enjoyment and satisfaction in using mobile shopping applications. Meanwhile, Agrebi and Jallais (2015) conducted research on the impact of perceived usefulness on the desire to purchase when using mobile shopping applications. They found that high levels of perceived enjoyment in technological advancements can enhance intrinsic motivation to use or accept them.

These studies highlight the importance of considering the user's subjective experience, including their perceived enjoyment, in designing and improving mobile shopping applications to enhance user satisfaction and increase their willingness to purchase. Given this context, the present study puts forward the following hypothesis:

H3: Perceived Enjoyment (PE) will positively influence satisfaction in mobile shopping application usage.

Effect of Social Value (SV) toward Satisfaction

Social value, which refers to the social self-concept view formed from the use of social commerce sites, has been shown to positively influence user satisfaction and purchase intention. It encompasses the sense of belonging, connectedness, and the positive impact one feels they have on others and the community. When it comes to satisfaction, SV plays a crucial role in influencing individuals' overall well-being and contentment. Studies by Gan and Wang (2017) and Hu et al. (2015) have established a major connection between social value and satisfaction in the context of social commerce. Given this, the current study proposes the following hypothesis:

H4: Social Value (SV) will positively influence satisfaction in mobile shopping application usage.

Effect of Perceived Risk (PR) toward Satisfaction

Perceived risk, as a psychological construct, encompasses the uncertainty and potential negative outcomes associated with a purchase decision. Previous studies have highlighted the complexity of perceived risk, which often arises from consumers' fear of making an incorrect decision (Chen et al., 2018). Perceived risk is believed to indirectly impact customers' willingness to engage with a product or service and is mediated by the perception of value. Ariffin et al. (2018) conducted a study that revealed the significant negative impact of perceived risk on online consumer satisfaction, while social risk, on the other hand was found to be insignificant. Given the significance of perceived risk in consumer decision-making, this study proposes the following hypotheses:

H5: Perceived Risk (PR) will negatively influence satisfaction in mobile shopping application usage.

Effect of Hedonic Value (HV) toward Satisfaction

Hedonic value refers to the degree to which a person is motivated by pleasure and enjoyment in their behaviors. The concept has been shown to have significant implications for user behavior in various contexts. In a study conducted by Gan et al. (2017), the authors found that hedonic value was a crucial factor in influencing user behavior. Specifically, the study showed that hedonic value had a substantial and favorable influence on satisfaction, indicating that users who derive more pleasure and enjoyment from using a product or service are more likely to be satisfied with it. This emphasizes the significance of hedonic value in the design and development of products and services to enhance user satisfaction and ultimately drive customer loyalty.

Given this background, the present study proposes the following hypothesis:

H6: Hedonic Value (HV) will positively influence satisfaction in mobile shopping application usage.

Effect of Satisfaction towards purchase intention

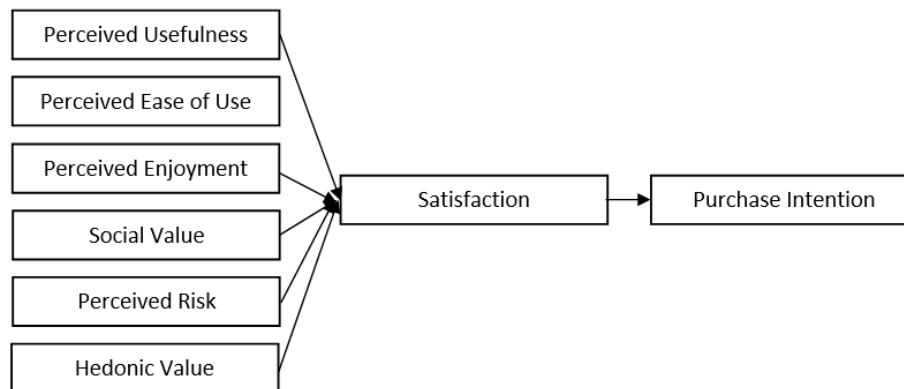
Satisfaction is a critical factor in the success of social e-commerce, as it represents the user's assessment of their experience based on their expectations and requirements. Increased satisfaction with mobile shopping applications has been shown to increase the probability of making a purchase. Hsu and Lin's (2016) research demonstrates that user satisfaction significantly affects purchase intention when using mobile shopping applications. Thus, promoting positive attitudes towards the platform can enhance user satisfaction with the application.

Additionally, according to Zhang et al. (2015), user satisfaction significantly affects purchase intention, with users more likely to make purchases through mobile shopping applications when they are satisfied with the app. This conclusion is further supported by Gan et al. (2017), who discovered that customer satisfaction has a strong impact on a user's decision to make a purchase when using a mobile shopping application. To summarize, user satisfaction plays a crucial role in driving purchase intention and the success of mobile shopping applications. Based on the aforementioned background, this study puts forth the following hypothesis:

H7: Satisfaction will positively influence purchase intention in mobile shopping applications.

The research model, which will be utilized in this study, can be formulated as follows:

Figure 1. Research Model



Source: Researcher (2023)

Research Method

The independent variable's influence on the moderator variable, and then the moderator variable's effect on the dependent variable, are investigated using a quantitative research approach in this study. To collect data, a sample of the target population is required, and respondents must willingly complete a questionnaire provided by the researcher. The dimensions will be measured using a 5-point Likert scale ranging from 1-Strongly Disagree to 5-Strongly Agree in the questionnaire. The information gathered will be examined using Partial Least Squares-Structural Equation Modeling (PLS-SEM) to determine the statistical significance of the relationships between the constructs.

In this study, responses were gathered from random active internet users who have a mobile shopping app installed on their phones. People were chosen randomly to make sure everyone in this group has an equal chance to participate. This will help us better understand their preferences and behaviors for a more insightful analysis. This study's demographic consists of Indonesians who have used any type of mobile shopping application. People of all ages, ranging from 18 to above 45 years old are targeted as respondents. This age range difference demonstrates more age variances in respondents' ages and is anticipated to provide a broader view of data and more generic results. The various age groups will demonstrate generational differences in attitudes. This age range of 18 to above 45 included generations Alpha, Gen Z, millennials, Gen X, and Baby Boomers, who are the productive age during the study period. The poll also identifies the most popular mobile shopping application among Indonesian users.

Table 1. Definition Operational Variable

Variable	Definition	References
Perceived Usefulness (PU)	The concept of perceived usefulness refers to an individual's belief about how much a particular system or technology can enhance their job performance. It is a significant variable in the Technology Acceptance Model (TAM) that helps explain behavioral intention.	(Natarajan, et al., 2017)
Perceived Ease of Use (PEU)	Perceived ease of use refers to an individual's perception of the ease and convenience of using a particular system or technology. It assesses a person's belief that using a system will require no effort or hardship.	(Natarajan, et al., 2017)
Perceived Enjoyment (PE)	Perceived enjoyment refers to the level of pleasure or enjoyment a user experiences while using a system, regardless of its functional benefits or outcomes.	(Natarajan, et al., 2017)
Social Value (SV)	Social value can be described as the notion of social-concept gained from using mobile shopping application. The improvement of status and self-esteem results in the realization of social value.	(Gan & Wang, 2017)
Perceived Risk (PR)	Perceived risk generally refers to experience the felt of uncertainty of potential undesirable outcomes.	(Natarajan, et al., 2017)
Hedonic Value (HV)	Hedonic value represents the emotional gain and self-fulfillment and the degree to which a good or service elicits positive feelings and pleasurable experiences.	(Gan & Wang, 2017)
Satisfaction (ST)	Satisfaction can be defined as user's evaluation of a mobile shopping application are based on their needs and expectations, and also a happy emotional state as a result of utilizing the app. User's subjective assessments are reflected in their level of satisfaction when they contrast their actual usage with their prior expectations for the mobile shopping application.	(Gan & Wang, 2017)
Purchase Intention (PI)	Purchase intention can be described as the willingness of buyer to pay for a certain product after weighing the risks and advantages of each alternative when using mobile shopping application.	(Othman, et al., 2019)

Source: Researcher (2023)

Result And Discussion

A Google Form questionnaire was used to acquire 307 valid responses for the study, questionnaires were distributed via social media and online forum, this is to ensure that correspondents are active users of the internet and smartphones from Indonesia and also targeted Indonesian people who used mobile shopping apps such as Tokopedia, Shopee, JD.ID, Bukalapak, Lazada, OLX, and Blibli, or other mobile shopping applications. Table 2 shows the characteristics of the respondents based on the data that was collected and tested. Below Table 2. shows the details of demographic information of the respondents:

Table 2. Demographic of Respondent

Measure	Items	Frequency	Percentage
Gender	Female	198	64.5
	Male	109	35.5
Age	18-25	51	16.61
	26-30	187	60.91
	31-35	25	8.14
	35-40	21	6.84
	40-45	16	5.21
	Over 45	7	2.28
Occupation	University student	25	8.14
	Private employee	170	55.37
	Entrepreneur	37	12.05
	Civil servant	25	8.14
	Others	50	16.29
Most used mobile shopping application	Tokopedia	140	28.81
	Shopee	259	53.29
	JD.ID	9	1.85
	Bukalapak	11	2.26
	Lazada	23	4.73
	OLX	5	1.03
	Blibli	6	1.03
	Others	34	7.00
Online shopping experience	Less than 6 months	9	2.93
	6 months-1year	17	5.54
	1 year-3 years	88	28.66
	More than 3 years	193	62.87
Frequency of using mobile shopping application	Once a day	34	11.07
	Several times a day	91	29.64
	Once a week	16	5.21
	Several times a week	68	22.15

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Once a month	20	6.51
Several times a month	47	15.31
Less than once a month	31	10.10

Source: data collected by researcher (2023)

Based on the data presented in Table 2, it is evident that 307 individuals completed the questionnaire, with female respondents dominating the survey at 64.5%. This finding is consistent with the trend that women are more likely to shop and utilize mobile shopping applications more frequently. The vast majority of respondents (60.91%) fall between the age range of 26-30 years old, with the younger population showing a higher tendency to use mobile payments compared to the older age groups. In terms of occupation, the majority of respondents worked in the private sector. The survey results also indicate that a significant percentage of respondents (53.81%) use Shopee, followed by Tokopedia (28.81%) as their preferred mobile shopping application. A majority of respondents have been using mobile shopping applications for more than three years (62.87%), while only 2.93% have been using it for less than six months. The survey also found that the respondents are highly active users of mobile shopping applications, with 29.64% using it several times a day and 22.15% using it several times a week. Only a small percentage of respondents (6.5%) use mobile shopping applications once a month, and 10.10% use it less than once a month.

To ensure that the research meets the validity and reliability criteria, the outer model was measured. The proposed PLS model is shown in the scheme below. By evaluating the outer model, the validity and reliability of the model can be verified.

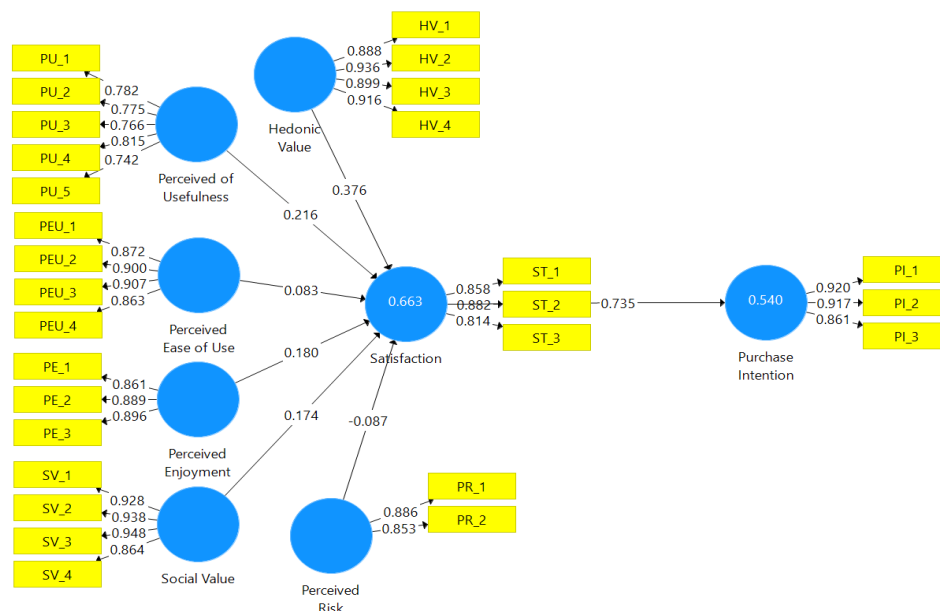


Figure 2. Outer Model

Source: data generated from PLS 3 processing results

To ensure that the measurements are valid, the first step is to perform a convergent validity test, which measures the correlation between an indicator and the construct it is intended to measure. The Average Variance Extracted (AVE) and outer loading value reflect this. If there is a high correlation (>0.7) between an indicator and its corresponding construct, it indicates that the indicator is valid in measuring the construct. However, during the development stage, a correlation value of >0.5 is considered sufficient to meet the requirements, according to Hair et al. (1998).

Therefore, it is important to ensure that both the AVE and outer loading values are above 0.5. Upon conducting the outer loading test, found that two questions, namely PR_3 with a loading factor of 0.160 and PR_3 with a loading factor of 0.074, did not meet this requirement and were deemed invalid. These questions were subsequently excluded from the next test. The results of the convergent validity test can be found in the "Construct Reliability and Validity" output of the Smart PLS software. Overall, this research concludes that the measurements are valid as the remaining indicators show a high correlation with their corresponding constructs. Below is the result of the Convergent Validity:

Table 3. AVE Result

	AVE	Conclusion
Hedonic Value	0.828	Valid
Perceived Ease of Use	0.784	Valid
Perceived Enjoyment	0.778	Valid
Perceived of Usefulness	0.603	Valid
Perceived Risk	0.756	Valid
Purchase Intention	0.809	Valid
Satisfaction	0.726	Valid
Social Value	0.846	Valid

Source: data generated from PLS 3 processing results

According to the AVE results, the variables in this study appear to be measuring intended constructs pretty effectively, as all AVE values are more than the recommended threshold of 0.5. In particular, the variables of Hedonic Value, Social Value, and Perceived Ease of Use have relatively high AVE values of 0.828, 0.846, and 0.784, respectively, indicating that these constructs are well measured by the items in the measurement scales.

The variables of Perceived Enjoyment, Perceived Risk, Purchase Intention, and Satisfaction also have relatively high AVE values, ranging from 0.726 to 0.809. The AVE value for Perceived Usefulness is slightly lower at 0.603, but still above the recommended threshold of 0.5. Overall, the AVE results indicate that the measurement scales used in this study are reliable and valid for measuring the constructs of this study. The results of the data Reliability test are listed in Table 4 below:

Table 4. Reliability Test Result

Variable	Composite Reliability	Cronbach's Alpha	Conclusion
Hedonic Value	0.951	0.931	Reliable
Perceived Ease of Use	0.936	0.908	Reliable
Perceived Enjoyment	0.913	0.857	Reliable
Perceived of Usefulness	0.883	0.835	Reliable
Perceived Risk	0.861	0.679	Reliable
Purchase Intention	0.927	0.882	Reliable
Satisfaction	0.888	0.810	Reliable

This statement suggests that after conducting a reliability test, the study found that the variables being measured have consistent and reliable results. The internal consistency of the items in a measurement scale is measured by composite reliability, with values of 0.7 or above being regarded satisfactory. The composite reliability values range from 0.861 to 0.951, which are all well above this threshold, indicating that the items in the measurement scales are internally consistent.

Cronbach's alpha is another measure of internal consistency and reliability, with values of 0.7 or higher deemed adequate in most cases. The Cronbach's alpha values range from 0.679 to 0.931, which are also all well above this threshold, indicating high levels of internal consistency and reliability for all variables in this study. Overall, these reliability test results provide additional evidence for the validity and reliability of the measurement scales, indicating that the items in each of variables are measuring their intended constructs with high levels of consistency and reliability.

Table 5. R² Test Results (Coefficient of Determination)

	R Square Adjusted	Conclusion
Satisfaction	0.539	Strong
Purchase Intention	0.656	Strong

Source: data generated from PLS 3 processing results

The value of R squares greater than 0.50 indicates a "Strong" prediction outcome, while a value of R squares less than 0.25 indicates a "Weak" prediction result. (Hair et al., 2019). Based on the table above shows the R value of the square for the endogenous variable Satisfaction is 0,539, which means Hedonic Value, Perceived Ease of Use, Perceived Enjoyment, Perceived Usefulness, Social Value, and Perceived Risk can explain Satisfaction variable by as much as 56.8%. R² value of 0.656 for Purchase Intention indicates that the independent variables in this study can explain roughly 65.5% of the variance of purchase intention.

These R² values indicate that the independent variables in this study are moderately to strongly predictive of both Satisfaction and Purchase Intention. Overall, the R² values suggest that the independent variables are good predictors of Satisfaction

and Purchase Intention. The results obtained from the data are presented below, including the path coefficients and indirect effects:

Table 6. Evaluation of the Structural Model (Inner Model)

		Original Sample	Sample Mean	Std Devi	T Statistics	P Values	Result
H1	PU->ST	0.216	0.217	0.053	4.030	0.000	Supported
H2	PEU->ST	0.083	0.081	0.046	1.792	0.074	Rejected
H3	PE->ST	0.180	0.182	0.065	2.774	0.006	Supported
H4	SV->ST	0.174	0.173	0.039	4.434	0.000	Supported
H5	PR->ST	-0.087	-0.087	0.045	1.918	0.056	Supported
H6	HV->ST	0.376	0.376	0.061	6.175	0.000	Supported
H7	ST->PI	0.735	0.737	0.033	22.164	0.000	Supported

Source: data generated from PLS 3 processing results

This hypothesis in this research was examined using the Structural Equation Modeling (SEM). In the evaluation of the structural model (inner model), this research will look at the original sample, sample mean, standard deviation, t-statistic, and p values. The p-value refers to the level of statistical significance while the t-statistics determines the relationship between independent and dependent variables.

Based on data provided in the inner models, most of the independent variables (PU, PE, SV, PR and HV) have significant effect on satisfaction (ST). Except for PEU, which has p-value of 0.074, meaning that this variable is not statistically significant. The relation of ST towards PI found significant which is expected.

Perceived Usefulness (PU) has a positive significant positive effect on satisfaction ($p=0.000$; $t=4.030$), hence H1 is supported. These findings are supported by previous research that users are more likely to be more satisfied with a service or products if they perceive the products or service are useful in achieving their goals or meeting their needs. (Agrebi & Jallais, 2015). This result is also in line with research conducted by Faqih & Jadarat (2015), Natarajan et al. (2017) and Yuan et al. (2014), that found that perceived usefulness is among the most significant determinants of satisfaction. When individuals believe that something is helpful and serves a purpose, it increases the chances of them having positive experiences and outcomes (Lim et al, 2020). If a product or service is seen as valuable and effective in helping people achieve their goals or meet their needs, it boosts their satisfaction. When people consider a product or service useful, it creates certain expectations. If the product or service meets or exceeds those expectations, users are more likely to feel satisfied. On the flip side, if a product or service seems useless, it can leave users disappointed and unsatisfied. So, perceived usefulness plays a big role in shaping satisfaction.

However, this research found that perceived Ease of Use (PEU) is have positive effect to satisfaction but not statistically significant ($p=0.074$; $t=1.792$). This result is quite suprising as previous research has suggested that PEU is one of the most key

predictors of users' satisfaction as users who find a system easy to use are more likely to be satisfied with. Hence, H2 is rejected. This result is surprising because previous research has consistently suggested that PEU is a crucial predictor of user satisfaction. Previous studies have found that users who perceive a system as easy to use are more likely to be satisfied with it (Agrebi & Jallais, 2015; Natarajan et al., 2017; Balaji et al., 2013, Lim et al., 2020). Factors or variables not considered in this research may have influenced the relationship between PEU and satisfaction. For instance, factors like system performance, user training, or support services could have interacted with PEU to impact user satisfaction.

In terms of H3, Perceived Enjoyment (PE) found to have significant effect on satisfaction ($p=0.006$, $t=2.774$). These findings aligned with other studies that mentioned users who enjoy using a product or service are more likely to be satisfied with it. When people find a product or service enjoyable, it makes their overall experience better (Balaji et al., 2013; Patel et al., 2020; Lim et al., 2020). It adds a positive emotional aspect, making the interaction more pleasant and satisfying. Using the product or service becomes a source of pleasure, engagement, and even fun, which increases satisfaction. Enjoyment also boosts users' motivation and willingness to engage with the product or service. When something is enjoyable, people are more likely to spend their time and effort on it (Natarajan et al., 2017). This heightened engagement leads to a deeper exploration and utilization of the product or service's features, which further enhances satisfaction. Furthermore, enjoyment can affect how users perceive the quality of the product or service (Lim et al., 2020). When they have a positive and enjoyable experience, they tend to associate those positive feelings with the overall quality of what they're using. This positive evaluation adds to their satisfaction because they believe they are using something of high quality and value.

Social Value (SV) also found to have significant positive effect on satisfaction ($p=0.000$, $t=4.434$), hence H4 is supported. This finding is aligned with prior research indicating that people are more likely to be satisfied with a product or service, if they view it to be socially important (Gan & Wang, 2017; Hu et al., 2015; Lim et al., 2020). When people see a product or service as socially valuable, it taps into their sense of connection and belonging. They feel that by using or supporting something that has social value, they are contributing to a larger cause or making a positive impact (Gan & Wang, 2017). This sense of alignment with social values and causes creates a deeper level of satisfaction because it aligns with their personal beliefs and desires to make a difference. Additionally, when individuals perceive a product or service as socially valuable, it can enhance their self-image and reputation. They may feel proud or respected for being associated with something that is socially important. This positive social validation contributes to their overall satisfaction because it boosts their self-esteem and enhances their perception of themselves as socially conscious individuals (Lim et al., 2020). Furthermore, the perception of social value can also influence the perceived worth and quality of the product or service. When people view something as socially important, they may attribute greater value to it, leading to a higher level of satisfaction. They believe that by using or supporting a socially valuable offering, they are getting something meaningful and worthwhile.

Perceived Risk found to have negative coefficient value (-0.087) and has significant negative effect on satisfaction ($p=0.056$; $t=1.918$). This finding is consistent with previous research that mention that users are less likely satisfied with adoption of technology if they perceive it to be risky or if there is high degree of uncertainty associated with it (Chen et al., 2018; Ariffin et al., 2018). Hence, H5 is supported. When people feel like there's a lot of risk involved, they might get uneasy or hesitant about using a particular technology or product. They worry about things going wrong or having negative outcomes, which makes them uncertain and uncomfortable. This uncertainty takes away from their satisfaction because they start doubting whether the technology or product will actually work well, be reliable, or even safe (Chen et al., 2018). On top of that, feeling like there's a high level of risk can also mess with people's trust and confidence in the technology or product. If they think there's a lot of risk involved, it shakes their trust in whether it can actually meet their needs or give them the expected benefits. This lack of trust and confidence lowers their satisfaction because they're not sure if they can rely on the technology or product to perform well. Not only that but perceiving a lot of risk can also make people feel dissatisfied because they worry about the potential losses in terms of money, time, or effort that might come with using the technology or product (Gan & Wang, 2017).

Hedonic Value (HV), found to have positive coefficient value toward satisfaction ($p=0.000$, $t=6.175$), hence H6 is supported. This finding is in accordance with prior studies indicating that users are more likely to be satisfied with a product or service if it gives them a pleasant emotional experience or satisfies their aesthetic preference (Gan et al., 2017; Lee, 2017). When a product or service has high hedonic value, it means it gives users enjoyable and pleasurable experiences. It can make them feel happy, excited, or satisfied. These positive feelings make users more satisfied because they're having a good time and feeling fulfilled (Lee, 2017). Another part of hedonic value is how appealing something looks. If users find a product or service visually attractive or pleasing, it adds to their satisfaction. The way it's designed, the way it feels, or just its overall look can create a good impression and make users more satisfied. Hedonic value is also about the experience of using a product or service. Users want something that's enjoyable, fun, or personally rewarding. When a product or service meets these experiential desires, it boosts satisfaction because it gives users what they want – a positive and engaging experience. So, in a nutshell, hedonic value increases satisfaction because it provides users with enjoyable experiences, looks appealing, and fulfills their desire for positive and engaging interactions.

Furthermore, satisfaction (ST) found to have significant positive impact towards purchase intention ($p=0.000$, $t=22.164$). Customers who are satisfied with their mobile shopping experience, are more likely to have stronger desire to make future purchase through the same application. This indicates that customer satisfaction is an important determinants factor of customer loyalty and purchase behavior. Hence, H7 is supported. This finding is also supported by previous research conducted by Hsu & Lin (2016), Zhang et al. (2015), Gan et al. (2017). When customers are happy with their mobile shopping experience, it means that the app or platform met or even exceeded their expectations. They had a good time shopping, which builds trust and confidence in the

app. This positive experience makes them want to keep using it for future purchases. Not only that, but customer satisfaction also makes them feel loyal. When customers are satisfied, they develop a strong attachment and trust in the app or platform. They feel connected and comfortable, so they're more likely to choose it again for their next purchases (Gan & Wang, 2017). This loyalty comes from the belief that the app will always give them a good shopping experience. To sum it up, when customers are satisfied with their mobile shopping experience, it means their needs were met and they had a good time. This builds trust and loyalty, making them want to keep using the app for future purchases (Lim et al, 2015). Satisfied customers also tend to recommend the app to others, which boosts its popularity and strengthens customer loyalty.

Conclusion

The purpose of this research is to present empirical result of the factors presented in this study that influencing purchase intention when users are using mobile shopping application to give better understanding and providing practical implication in the context of Indonesia. The research found that perceived usefulness, perceived enjoyment, social value, and hedonic value are significant factors that positively impact customer satisfaction. However, perceived ease of use does not have significant impact on customer satisfaction which may appear contradictory. Therefore, it may be helpful to further investigate the relationship between perceived ease of use and satisfaction in future research, such by conducting a larger study or examining additional variables that may moderate or mediate this relationship. Moreover, perceived risk found to have negative impact on satisfaction. And satisfaction found to have positive impact toward purchase intention. It indicate that customers who satisfied with the mobile shopping application are more likely to continue using the application for future purchase.

This research possesses a number of limitations. First, this research survey is conducted in only one country, Indonesia; the results may not be applicable to other nations. Second, the data collection method relies solely on a questionnaire, which does not capture the respondent's concerns and comments; as a result, the authors are unable to determine the reason that reflects the situation and conditions they encounter. Regarding future research, it is suggested that the studies be expanded to other developed or emerging countries, as their perspectives on user intent to use mobile shopping application may differ. Future research is also suggested to examine the depth of perceived risk such as privacy risk, financial risk, etc.

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