

ABSTRACT

Post-pandemic lifestyle changes have triggered a significant shift in consumer behavior, from a focus on pleasure to a greater emphasis on functional needs. This phenomenon, exacerbated by accelerated digitalization, is driving consumers to increasingly turn to online shopping platforms. This study aims to analyze the influence of Hedonic Motivation and Utilitarian Motivation in mediating the relationship between Perceived Behavioral Control and Purchase Intention.

This study employs a quantitative approach using a survey method via a questionnaire, analyzed using the PROCESS Macro tool in SPSS version 27. The research sample was selected using purposive sampling, consisting of active Shopee users residing in Semarang City, with a total of 120 respondents participating.

The results indicate that Perceived Behavioral Control has a positive and significant effect on Utilitarian Motivation and Purchase Intention, but not on Hedonic Motivation. Additionally, Utilitarian Motivation was found to positively and significantly mediate the relationship between Perceived Behavioral Control and Purchase Intention, while Hedonic Motivation did not have a significant effect in mediating this relationship. These findings indicate that consumers prioritize functional aspects over pleasure when determining their purchase intentions. The results of this study can serve as a foundation for e-commerce platforms to develop more effective marketing strategies by aligning their features and services with customer needs and preferences.

Keywords: Perceived Behavioral Control, Purchase Intention, Shopping Motivation, E-commerce.