

ABSTRACT

This study aims to analyze the factors that influence consumers' online purchase intention on the Tokopedia platform by considering online price perception, utilitarian value, hedonic motivation, and impulse buying. This study adopts a quantitative approach with primary data collection through an online questionnaire distributed to 216 respondents. Hypothesis testing was conducted using the Structural Equation Modeling (SEM) method to test the relationship between variables based on the Stimulus-Organism-Response (SOR) and Cohort Theory frameworks.

The results showed that hedonic motivation and impulse buying have a significant influence on online purchase intentions. Meanwhile, online price perception does not have a direct effect on online purchase intention, but has an indirect effect through hedonic motivation and impulse buying. Utilitarian value was found to have an effect on hedonic motivation and impulse buying, reinforcing the view that functional aspects in online shopping can trigger emotional responses and impulse decisions. The theoretical implications of this study suggest the need to extend consumer behavior theory by considering emotional and impulsive dimensions in a digital context.

Managerial implications indicate the importance of price management, user experience, and promotional display design to optimize consumer purchase intention. This research also highlights the importance of strategies tailored to consumers' psychographic and generational characteristics in a competitive e-commerce ecosystem.

Keywords: *Online Purchase Intention, Hedonic Motivation, Impulse Purchase, Online Price Perception, Utilitarian Value*