



## The Influence of Price Value, E-WOM, Subjective Norm, Perceived Behavior Control on Online Purchase Intentions through Attitude

### ABSTRACT

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This research examines the mediating role of consumer attitudes in using e-commerce applications in Indonesia and their relationship with price value, E-WOM, subjective norm, perceived behavior control on online purchase intention. This study shows that price value, E-WOM, subjective norm, and perceived behavior control have a significant direct effect on attitude. Attitude also has a significant direct effect on online purchase intention. The indirect relationship in this study has been known that price value, E-WOM, subjective norm, and perceived behavior control through attitude mediation have a significant effect on online purchase intention. The objective of this research is to expand research by analyzing attitude as a mediating variable between price value, subjective norm, perceived behavior control and online purchase intention. The implications of this study suggest that e-commerce users gain knowledge to choose the right e-commerce platform, transaction security in e-commerce applications, and can compare the prices of products offered with market prices or with other e-commerce applications.

**Keywords:** Price Value; E-WOM; Subjective Norm; Perceived Behavior Control; Attitude; Online Purchase Intention

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### INTRODUCTION

E-Commerce is the process of purchasing or vending goods or services between parties from various countries through a digital platform (Lee et al., 2024). According to (Lin et al., 2019), through E-Commerce, merchants and customers will make transactions to find agreements, so that sellers can achieve maximum profit and market share, while customers receive the appropriate level of satisfaction after the purchase process. The existence of this E-commerce relationship can create a good environment in the purchase of physical goods as well as when obtaining and utilizing services. (Geebren et al., 2021).

Indonesia holds the rank as the country with the greatest amount of E-Commerce transactions in the Southeast Asia region (Yosepha Pusparisa, 2019), and the forecast shows a continued upward trend until 2025. E-Commerce is the activity of purchasing or

vending goods or services via the internet. COVID-19 has resulted in an increase in the use of digital tools. This is because through this tool, people get solutions to interact more efficiently (Runfola et al., 2021).

The concept of planned behavior theory is psychological, attempts to foresee human behaviour (Yadav et al., 2019). To predict behavioral planning theory, we can pay attention to attitudes, subjective norms, and behavioral control felt by individual (Han et al., 2020). Perceived behavioral control reflects consumers' views of the availability of resources that may be needed to carry out or achieve a particular behavior. (Tseng et al., 2022). This term refers to perceived difficulty of performing an activity. PBC is a person's evaluation of their own ability to execute a specific behavior (van Twillert et al., 2020). Subjective norm is an individual's view of an opinion, which has the potential to influence a person's decision to do or not do an activity. Subjective norm must be prioritized by marketers to understand customer attitudes well and know what customers need (Singh et al., 2022). Attitude is an attitude applied by customers or marketers in the process of a transaction. Marketers must be positive during interactions with potential customers to help increase the desire to buy customers which can affect their behavior as they fulfil their obligations and responsibilities, as explained by Cheah & Aigbogun (2022).

To thoroughly explain consumer behavior, the Theory of Planned Behavior (TPB) alone is often not sufficient, as it lacks the complexity needed to capture all the influencing factors. Therefore, it is essential to expand and develop the TPB to bridge this gap. One of the keyways to enhance the theory is by incorporating additional elements such as price value and E-WOM. These factors play a crucial role in shaping consumer decisions and behaviors in modern markets, particularly with the rise of digital interactions and online shopping platforms. By integrating these aspects, the TPB can offer a more comprehensive framework for understanding consumer behavior in today's evolving marketplace.

E-WOM in a business is something that needs to be considered so that prospective customers can provide good opinions about products or services to other prospective customers. With good E-WOM from customers who have purchased products or services, prospective customers who receive information about the products or services provided to customers who have purchased can be more interested in seeing the products provided and want to find out more (Praestuti, 2020). According to researcher (Nuseir, 2019) explains that purchasing intention is a process in which individuals or groups make decisions to make purchases, which involves considering conditions, situations, and related reasons.

The issue examined in this study pertains to the relationship between price value, electronic word-of-mouth (E-WOM), subjective norms, and perceived behavioral control in relation to online purchase intention, with attitude serving as a mediating factor. The connection between these variables and consumers' attitudes toward online purchase

intention has not yet been fully established. Additionally, consumers' attitudes toward making online purchases may be influenced by various digital and electronic factors that contribute to their decision-making process. This research employs a sampling method as the primary approach for data collection, allowing for the systematic selection of participants to represent the broader population under study.

Price value is also an important part to consider when purchasing goods. The price of a product is a reliable indicator of how satisfied customers are with their purchase. Offering a lower price than other competitors is a tactic that can be used by a company in determining prices for customers (Taufik et al., 2023). This study aims to comprehend the impact of each of these elements on shaping consumer perceptions towards online buying, and how these perceptions ultimately either motivate or obstruct consumer plans to make purchases on online platforms.

## **LITERATURE REVIEW**

### ***Price Value***

Price value is a variable that is employed in research to measure the connection between that consumers perceive and the price value of a product or service (Thielemann et al., 2018). This variable reflects the extent to which consumers consider the price paid to be commensurate with the benefits or quality received from the product or service. In the study (Hasan, 2022), price value is often used to evaluate consumer satisfaction, purchasing behavior, and consumer preferences for certain products or services. Analysis of price value can offer insightful information for businesspeople in determining effective pricing strategies and understanding the factors that influence consumer perceptions of the price of a good or service.

### ***E-WOM***

E-WOM is a variable in research that refers to the phenomenon of conversations or recommendations between individuals regarding products, services, or brands via electronic platforms such as social media, online forums, or review sites (Handoyo, 2024). This variable reflects how often and how positive or negative information is spread by individuals about a product or service through digital platforms. In research, E-WOM is often used to analyze its influence on consumer perception, purchase intention, and brand reputation. E-WOM analysis can provide valuable insights for business actors to understand how online interactions between individuals can affect brand image, purchase decisions, and consumer loyalty (Agag et al., 2024).

### ***Subjective Norm***

Subjective norm is a variable in research that measures the extent to which individuals feel social pressure or expectations from others to do or not do a certain behavior (Pastor et al., 2024). This variable reflects an individual's perception of social norms

applied by people who has special meaning for them, such as friends, relatives, or authority figures. In research, subjective norms are often used to comprehend the elements that affect individual intentions and behavior, especially in the context of social behavior, purchasing, or health. Subjective norm analysis according to (Hurst et al., 2024) can provide valuable insights for researchers and practitioners to design more effective interventions in changing or influencing individual behavior by taking into account the influence of social norms imposed by their social environment.

### ***Perceived Behavior Control***

Perceived behavioral control is a variable in research that measures the extent to which an individual feel in control or authority over the behavior they wish to perform (Post et al., 2024). This variable reflects an individual's assurance in their capacity to execute a specific action in each situation. In the study (Govaerts & Ottar Olsen, 2023), perceived behavioral control is often used to analyze factors that influence individual intentions and behaviors, especially in the context of health behavior, consumer behavior, and organizational behavior. Perceived behavioral control analysis can provide valuable insights for researchers and practitioners to design more effective interventions in increasing desired behaviors or reducing undesired behaviors.

### ***Attitude***

Attitude is a variable in research that reflects an individual's attitude toward an object, topic, or event. This attitude can be positive, negative, or neutral, and is based on cognitive (thought), affective (emotional), and behavioral (intention or action) evaluations of the object (Alabdulkader et al., 2024). In research, attitudes are often used to understand individual behavior, such as purchasing decisions, political preferences, or technology acceptance. Attitude analysis can provide valuable insights for researchers to understand the factors that influence individual behavior, as well as assist in designing strategies or interventions aimed at changing individual attitudes or behaviors in accordance with the objectives of the research or desired practice (Carmi, 2024).

### ***Online Purchase Intention***

Online purchase intention (OPI) is a variable in research that measures the extent to which individuals have the intention to make purchases through online platforms. This variable represents the extent of desire or willingness of individuals to acquire products or services online in the future (Al-Adwan et al., 2022). OPI is commonly used in studies to explore consumer behavior within the field of online shopping and explore the various factors that affect decisions to buy online, including product quality, pricing, platform trust, and past shopping experiences. According to (Mudjahidin et al., 2021) online purchase intention analysis can provide valuable insights for businesses to

improve their online marketing strategies, enhance consumer shopping experiences, and build customer trust and loyalty in the digital environment.

### **Hypothesis Development**

#### ***Price Value has a positive effect on Attitude***

Perceived value refers to customers' evaluation of the benefits they have received from a product or service and their overall impression of its worth (Al Mamun et al., 2023). When consumers are deciding what to buy, they often turn to the internet to gather detailed product information that helps them assess the product's value. In today's digital age, social networking platforms have provided customers with virtually limitless access to information and communication. Customers now have unlimited access to communication due to recent advances in social networking. Users must decide which information on social media is reliable and real because a lot of false and misleading material is shared there. Customers can evaluate the value, practicality, quality, and economy of a product by considering these credible statements (Bilal et al., 2023).

H1: There is a positive influence on Price Value on Attitude

#### ***The influence of E-WOM has a positive effect on Attitude***

E-WOM is often referred to as free marketing. Consumers usually look for information about the goods they want to buy before completing a transaction or making a purchase. One source of information is E-WOM, which is in the form of product reviews or comments. Clear and comprehensive content and positive information is an indicator of good E-WOM and is increasing (Verma et al., 2023). A person's intention towards a product result in greater financial gain. The greater the tendency of a person to engage in a certain behavior. Attitude determined by their level of liking or disliking an object. When a person believes that a certain activity will produce a certain result and others evaluate the result, that's where it may indicate a person's attitude towards the behavior (Yuwono, 2020). The more persuasive the E-WOM, the more likely a purchase choice will be made.

H2: There is a positive influence on E-WOM on Attitude

#### ***The influence of Subjective Norm has a positive effect on Attitude***

Normative beliefs, often referred to as subjective norms, represent an individual's perception of the expectations held by others regarding their behavior in a given context. In the workplace, subjective norms are shaped by what employees believe their coworkers, supervisors, and employers think they should do. These norms create social pressure, influencing individuals to conform to perceived expectations (Sawaneh et al., 2024). Individuals are subject to social pressure based on how they perceive normative expectations, draw inspiration from others, and determine whether they believe a

## **The Influence of Price Value, E-WOM, Subjective Norm, Perceived Behavior.....**

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particular behavior is required. Thus, subjective norms play a crucial role in shaping behavior by reinforcing the importance of compliance with social expectations (Dalziel & De Klerk, 2020).

H3: There is a positive influence on Subjective Norm on Attitude

### ***The influence of Perceived Behavior Control has a positive effect on Attitude***

Behavioral control is the whole procedure consumers follow in making a purchase decision, encompassing assessing their capability to finalize the transaction and acquire the product. This sense of control directly impacts their intention to buy, as consumers are inclined to follow through with a purchase when they feel they have the autonomy and capability to make that decision on their own terms (Huang et al., 2024). Therefore, the purpose of customers to buy is positively influenced. consumers are inclined to make a purchase when they feel they have the freedom to choose. People with optimistic perspectives appear to be more inclined to buy halal products, therefore attitudes are seen as a significant factor in determining such intentions (Siaputra Dan Isaac, 2020). Consumers' understanding of products and their awareness of the need for healthy eating are reflected in their attitudes.

H4: There is a positive influence on Perceived Behavior Control on Attitude

### ***The influence of Attitude has a positive effect on Online Purchase Intention***

A product is more likely to be purchased when the customer has a more positive attitude toward it. Whether a person has a favorable or unfavorable attitude towards involvement with an object is described by the term "attitude". There has been much talk about attitudes over the years in various settings and study methodologies. Customers' plans, purchase decisions, and attitudes are all strongly and positively correlated. It is important that attitudes and intentions regarding Internet purchases are related (Zhao et al., 2023). Businesses that engage in CSR activities build brand identity, which has a direct and beneficial emotional impact on consumers' feelings toward the company. In today's competitive marketplace, customers' attitudes toward brands can also be influenced and activated by their perceptions of a company's social responsibility initiatives. These results support our claim that CSR programs in the retail sector result in more positive brand-related attitude effects because retail customers interact with the brand more frequently (Riley & Klein, 2019).

H5: There is a positive influence on Attitude towards Online Purchase Intention

### ***The Influence of Price Value on Online Purchase Intention through Attitude***

Customers rely on their personal values as a key framework to assess and evaluate their choices when making purchasing decisions. These perceived values significantly influence how consumers form their judgments and preferences (Ngo et al., 2024).

When buying and using branded goods, consumers have specific needs and expectations they want to fulfill, and the perceived value of a product is essentially the outcome of how well those preferences and judgments align with the product or service. Value, therefore, becomes the foundational element of all marketing strategies, as it drives consumer behavior. Marketers must focus on creating and communicating perceived value effectively, because consumers assess the utility or usefulness of a product or service by determining how well it meets their perceived value (van Tonder et al., 2020).

H6: There is a positive influence on Price Value towards Online Purchase Intention with Attitude mediation.

#### ***The Influence of E-WOM on Online Purchase Intention through Attitude***

Customers often look for various information about the goods or services they want to buy, some of which can be found in product reviews or comments. As a result, it will support increasing customer confidence when making purchasing decisions. Thus, the quality and positivity of E-WOM are positively correlated with the likelihood of purchasing decisions. In addition, (El-Baz et al., 2018) declared that electronic word of mouth communication is increasingly important among consumers in everyday life. Customers rely on the internet to provide them with knowledge; conversely, buyer intentions towards consumers show a correlation between E-WOM and purchase intentions. Ownership attitudes influence purchase intentions in a favorable manner. Since customer attitudes are generally supportive of purchasing halal products, attitudes are recognized as a significant factor in influencing consumer intentions to purchase halal goods. Furthermore, (Bhandari et al., 2021) noted that consumers' intention to purchase an item will increase in proportion to their perception, namely their intention to obtain a goods or offering or their view of its benefits.

H7: There is a positive influence on E-WOM towards Online Purchase Intention with Attitude mediation.

#### ***The Influence of Subjective Norm on Online Purchase Intention through Attitude***

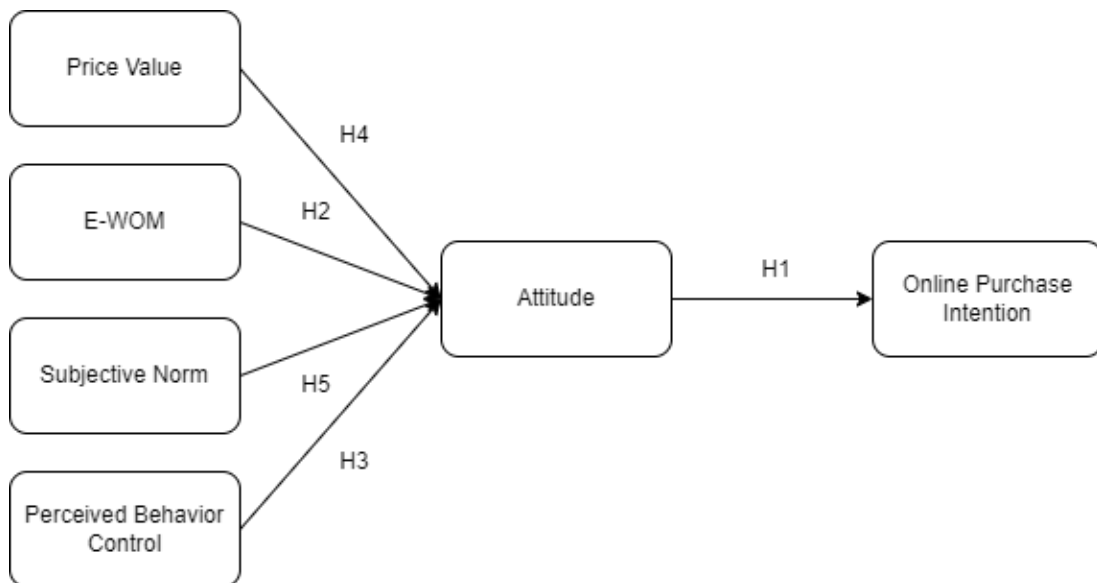
Subjective norms are constraints placed on an individual to perform certain actions. Social pressure in a problem can come from people close to them such as partners, parents, siblings, classmates, or best friends. The goals and behavior of the younger generation in drinking herbal medicine are greatly influenced by the role of individuals close to them such as family. This is thought to be a hereditary tradition that has been carried out from generation to generation (Wiwoho & Riptiono, 2022). Previous research has found that consumer sentiment may be predicted by subjective norms (Suk et al., 2021). Further, other researchers have shown how the influence of societal standards can drive people's tendencies to take certain actions.

H8: There is a positive influence on Subjective Norm towards Online Purchase Intention with Attitude mediation.

***The Influence of Perceived Behavior Control on Online Purchase Intention through Attitude***

Kim et al. (2024) found that a person's readiness or interest to adopt a specific attitude is related to consumer attitudes. Moreover, this research delves into how customer attitudes and perceived value play an essential part in influencing consumer preferences for a specific product or service. The view of value offered by online luxury goods sellers is expected to lead to optimistic attitudes and increased consumer behavior (Pham et al., 2018). People's preferences for certain concepts, items, or behaviors determine their attitudes because attitudes can influence consumers' thoughts, feelings, and decision-making processes, which is fundamental to consumer studies. According to research, attitudes are comprehensive judgments and conclusions that include psychological relationships to an item and determining its preferences. One way to determine the intention to buy a product is its likelihood of being purchased. Consumers' tendency to make online purchases increases with their intention to buy (Asadi et al., 2020).

H9: There is a positive influence on Perceived Behavior Control on Online Purchase Intention with Attitude mediation.



Source(s): Figure created by authors

**Figure 1.** Research Model

**METHODOLOGY**

Comparative causal research, which is what this study does to determine a cause and effect in the relationship between variables, is in line with the findings that were put into practice. Comparative causal research seeks to explore the connections between



different causes and their corresponding effects (Kerlinger, 2019). The main object used in this study is people who have shopped through e-commerce. The e-commerce applications most frequently used by Indonesian people in 2023 are Shopee along with Tokopedia, Lazada, Blibli, Buka Lapak. The average age of those using e-commerce applications is very much in the range of 16-25 years based on data that has been collected through questionnaires that have been distributed with the aim of completing this study.

This study uses a non-probability method for gathering sample data. The non-probability method is a method used to collect non-random samples based on subjective assessments from researchers. A purposive sampling technique was implemented in this research. This research uses 319 respondents During the collection of sample data for this study, the criteria focused on Indonesian consumers aged 16-25 who utilize e-commerce platforms like Shopee, Tokopedia, Lazada, Blibli, and Buka Lapak. This study applies primary sources that use a questionnaire distribution method to respondents with the options Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree along with secondary sources that use data that can be obtained in articles and journals. This study employed a non-probability survey method with 319 respondents. Researchers use the concept of PLS-SEM as a statistical system that can test and connect latent constructs in a linear relationship with available parameters. PLS-SEM is an approach that can be done in the analysis of structural equation models. This study uses PLS-SEM as the main method because this method can help analyze complex relationships between observation variables and latent variables.

## RESULTS

Determining the results of the R square test of a model can be classified as good or not, this can be seen from the criteria suggested by (Chin, 1998). Based on the criteria, the R-square test result of 0.67 can be considered strong, while a value of 0.33 indicates that the model is classified as moderate, The R-square test result of 0.67 can be regarded as strong according to the criteria, whereas values of 0.33 and 0.19 denote moderate and weak categories, respectively, for the model. The following are the R square results obtained from this study in Table 1.

**Table 1.** Results of Coefficient of Determination ( $R^2$ )

No	Variable	Sample Mean (M)	Percentage	Description
1	Attitude	0.565	48.70%	Moderate
2	Online Purchase Intention	0.568	27.90%	Weak

**Source(s):** Table by authors

The R Square test results in Table 1 show that the R Square value for attitude is 0.487. This means that price value, E-WOM, subjective norm, PBC, and OPI are able to explain 48.7% of the variation in attitude. Other factors not included in this study's model will explain the remaining data. In accordance to the criteria (Chin, 1998), The R Square value

**The Influence of Price Value, E-WOM, Subjective Norm, Perceived Behavior.....**

for attitude is included in the "Moderate" category. The R Square test in Table 1 shows an R Square value of 0.279 for online purchase intention. This means that price value, E-WOM, subjective norm, PBC, and attitude are able to explain 27.9% of the variation in OPI. Variables not accounted for in this research model explain the rest of the variables. According to the criteria (Chin, 1998), The R Square value for attitude is included in the "Weak" category. The SRMR test results are intended to assess the degree of match between the model that was constructed and the research data. This measure is considered qualified if the value is less than 0.1, indicating that the overall model fits the data. Conversely, if the SRMR value exceeds 0.1, then it indicates a mismatch between the model and the data, which can be considered an error or mismatch in the model.

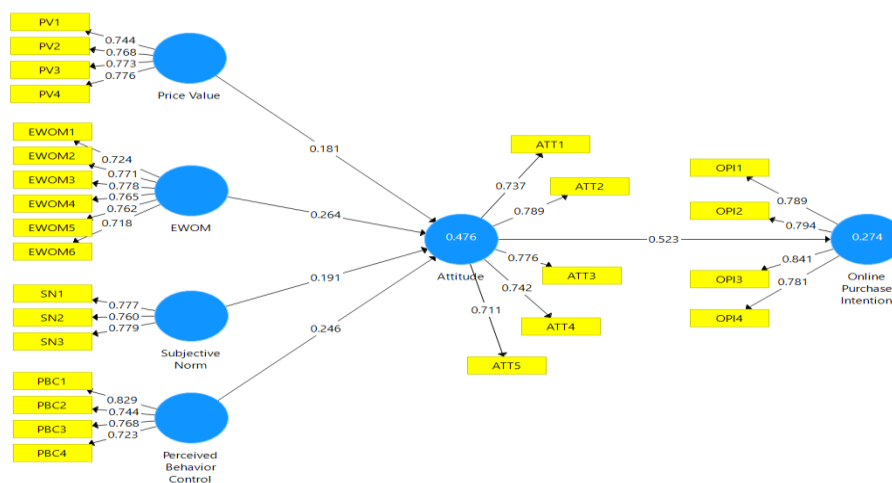
**Table 2.** Results of Standarized Root Mean Square Residual (SRMR)

No	Variable	Sample Mean (M)	Percentage
1	Saturated Model	0.049	4.90%
2	Estimated Model	0.052	52.00%

Source(s): Table by authors

The SRMR value of this study is 0.049 and 0.052, as indicated by the analysis results in Table 2. Therefore, the output in the table above is stated to have shown the SRMR value that is in accordance with the criteria so that the error rate in this research data is very small.

Based on the results of the Goodness of Fit (GoF) Criteria test, we can assess the model's suitability by referring to certain values. If the model's fit value is greater than 0.10, then the model's fit can be categorized as weak. If the value exceeds than 0.25, then the model's fit is considered moderate. Meanwhile, if the value exceeds 0.36, then the model's fit is considered strong. For this reason, the results of the GoF value test on the data below state that the model is categorized as strong because the value is more than 0.36, namely 0.4756.



Source(s): Figure by authors

**Figure 2.** Path Analysis Result

Path coefficient is an output that has a direct influence on the inter-latent variables. P Value can be said to be valid if the number obtained is  $<0.05$ , while T Statistics can be said to be valid if the number obtained is  $>1.96$ . Figure 2 is a description of the outcomes of testing the path coefficient for every hypothesis.

**Table 8.** Summary of Direct Effect Hypothesis Results

No	Variables	Sample Mean (M)	T Statistics (O/STDEV)	P Values	Hypothesis	Description
1	Attitude -> Online Purchase Intention	0.527	13.261	0.000	H1	Significant
2	E-WOM -> Attitude	0.268	4.671	0.000	H2	Significant
3	Perceived Behavior Control -> Attitude	0.245	5.033	0.000	H3	Significant
4	Price Value -> Attitude	0.183	2.912	0.004	H4	Significant
5	Subjective Norm -> Attitude	0.190	3.491	0.000	H5	Significant

**Source(s):** Table by authors

**Table 9.** Summary of Indirect Effect Hypothesis Results

No	Variables	Sample Mean (M)	T Statistics (O/STDEV)	P Values	Hypothesis	Description
1	E-WOM -> Attitude -> Online Purchase Intention	0.141	4.686	0.000	H6	Significant
2	Perceived Behavior Control -> Attitude -> Online Purchase Intention	0.129	4.489	0.000	H7	Significant
3	Price Value -> Attitude -> Online Purchase Intention	0.097	2.704	0.007	H8	Significant
4	Subjective Norm -> Attitude -> Online Purchase Intention	0.101	3.283	0.001	H9	Significant

**Source(s):** Table by authors

## DISCUSSION

### *The Influence of Attitude on Online Purchase Intention*

The findings of the H1 hypothesis indicate that attitude has a significant, beneficial influence on the intention to conduct an online transaction. This study is in accordance with the results (Arachchi & Samarasinghe, 2023). Attitude plays a vital role in influencing online engagement purchase intention as it reflects an individual's likelihood to

## **The Influence of Price Value, E-WOM, Subjective Norm, Perceived Behavior.....**

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participate in specific actions, such as deciding to buy online. In addition, a significant attitude in influencing the intention to make an online purchase can also be strengthened by psychological roles such as comfort, security, and control (Teangsompong & Sawangproh, 2024). Hence, one can conclude that the intention to buy online is greatly affected by attitude, as it is acknowledged that attitude is crucial in influencing consumer behavior.

### ***The Influence of E-WOM on Attitude***

The findings from the second hypothesis (H<sub>2</sub>) suggest that E-WOM has a notable beneficial influence on attitude. The results of this study are consistent with previous research conducted by (Anubha, 2023). E-WOM greatly influences attitudes as it allows people to easily and quickly share their thoughts, experiences, and advice about products or services with a larger group of people. The effectiveness of E-WOM is enhanced by the reliability and genuineness of feedback, as individuals frequently depend on reviews from other customers whom they trust to have real interactions with the brand (Pang, 2021). Moreover, E-WOM has the potential to reach a wide audience and can often spread rapidly, enhancing its impact. This contagious impact can lead to a significant wave in how customers shape their beliefs and feelings towards a product or brand. As a result, it can be concluded that E-WOM greatly influences attitudes through spreading reliable information, evoking emotions, and shaping individual perceptions of brands or products.

### ***The Influence of Perceived Behavior Control on Attitude***

The findings of the H<sub>3</sub> hypothesis suggest that attitude is greatly impacted in a positive way by perceived behavioral control (PBC). This study aligns with the results of a study done by (Chetioui et al., 2023). The findings indicate that PBC is important in influencing a person's attitude as it impacts their belief in their capability to control or handle a particular behavior they want to participate in. This implies that individuals are more inclined to see the behavior in a positive light if they perceive having significant control over it. Therefore, it can be inferred that the more confident someone is in their capability to regulate a specific behavior, the more inclined they will be to participate in said behavior with a positive attitude. This discovery emphasizes the significance of incorporating psychological aspects like perceived behavioral control into marketing tactics. When businesses or marketers want to affect consumer attitudes or behaviors, they must take into account consumers' perception of control over their decisions and actions.

### ***The Influence of Price Value on Attitude***

The findings from hypothesis H<sub>4</sub> show that price value has a significant positive impact on attitude. This study aligns with prior research done by (Gupta et al., 2023). This indicates that the importance of price in influencing consumer perceptions is significant,

as it is frequently a key element that influences customers' decision-making process about buying a product (Vargas et al., 2021). Consumers are inclined to develop a favorable opinion of brands or products perceived to offer value equal to the price they pay. Furthermore, this perceived price value impacts not only initial attitudes but also contributes to building customer loyalty. Customers who feel they are receiving good value for the price they pay are more inclined to remain loyal to the brand or product in the long run. This loyalty comes from the belief that the brand provides reliable value consistently, meeting their expectations. Therefore, it can be inferred that the price value has a considerable effect on consumer behavior, affecting not only their initial perceptions but also molding their loyalty to a brand over time.

#### ***The Influence of Subjective Norm on Attitude***

Hypothesis H5 suggests that subjective norms (SN) have a positive impact on attitudes, aligning with findings from a study by (Wang & Chou, 2021). Based on the study's results, it can be said that social networks are vital in influencing attitudes since people naturally seek approval from their social groups. In terms of subjective norms, people are not simply influenced passively; instead, they actively strive to comprehend and follow the attitudes and actions considered acceptable or desirable in their social circle (Darley & Lim, 2018). If people sense pressure or expectations from their social circle to conform to a particular attitude towards a topic or behavior, they are likely to adhere to those norms in order to gain acceptance or approval from others. Consequently, SN play a crucial role by steering individuals in their decision-making, prompting them to embrace specific attitudes that are not just influenced by their own opinions, but also by the expected responses and opinions of those around them.

#### ***The Influence of E-WOM on Online Purchase Intention Mediation of Attitude***

The findings of hypothesis 6 reveal that electronic word-of-mouth (E-WOM) has a noticeable impact on online purchase intention (OPI) by influencing attitude as a mediator, which aligns with the findings of a study by (Mohammad et al., 2020). The study's findings show that E-WOM affects online purchase intention by influencing attitudes, which impact consumer perceptions of products and services. Additionally, electronic word-of-mouth enables consumers to obtain a wider and more detailed variety of information regarding products or services prior to making buying choices. Potential customers can acquire valuable knowledge from past customer experiences that traditional marketing methods do not offer. The ability to access diverse information allows consumers to make informed decisions, increasing the probability of them completing online transactions. Hence, it can be deduced that E-WOM significantly affects OPI through the mediation of attitude, illustrating how online consumer opinions can impact consumer behavior by molding their brand or product perceptions.

***The Influence of Perceived Behavior Control on Online Purchase Intention Mediation of Attitude***

Shen & Shen (2021) supports the idea that perceived behavioral control (PBC) positively influences purchasing intention (OPI) with attitude acting as a mediator, as evidenced by the results of hypothesis H7. Attitude mediation indicates a strong correlation between PBC and online buying behavior, based on how a person views their capability to manage online shopping activities. Moreover, the way someone views the possible advantages and drawbacks of buying things online can impact how their perception of ease of buying influences their intention to make a purchase, ultimately affecting their overall outlook on online shopping. This indicates that perceived behavioral control plays a significant role in influencing the intention to make online purchases, especially when attitudes towards online shopping serve as a mediator in this connection (Zhang & Wang, 2019). Therefore, it can be concluded that perceived behavioral control has a significant effect on OPI, with attitude acting as a mediator, supported by thorough research on factors influencing personal online shopping behavior.

***The Influence of Price Value on Online Purchase Intention Mediation of Attitude***

The outcome of hypothesis H8 demonstrates that the impact of price value on intentions for online shopping is notably positive when attitude is taken into account as a mediator, consistent with the results of a study done by (Fiandari et al., 2019). Having a positive view of a product or brand will result in customers being more likely to buy something online. Having a positive opinion towards a product or brand increases the likelihood of consumers wanting to make a purchase. Hence, it can be inferred that the price value plays a crucial role in influencing intentions to make online purchases, especially when attitude comes into play. This is due to the fact that attitude reflects the consumer's judgment or opinion of the product or brand and acts as an important link in the connection between price value and buying intent. The role of attitude mediation is backed by its representation of consumer's subjective evaluation, which is crucial in converting the value of price into the decision to buy online.

***The Influence of Subjective Norm on Online Purchase Intention Mediation of Attitude***

The results of hypothesis H9 show that subjective norms (SN) have a significant positive effect on OPI, with attitude acting as the mediating factor. This research study aligns with the findings of previous studies conducted by (Wiwoho & Riptiono, 2022). Subjective norms play a crucial role in influencing a person's intention to make online purchases, mainly through impacting their attitude. Additional factors like the ease of shopping, secure transactions, product quality, and overall user experience can influence a person's positive view of online shopping. Therefore, it can be deduced that the SN has a vital impact on OPI development. This indicates that companies need to take into account social and attitudinal factors when creating tactics to influence online buying behavior.

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## CONCLUSIONS

Based on the results of the applied research, it can be concluded that the factors of price value, E-WOM, subjective norm, perceived behavioral control have a direct influence on online purchase intention. Attitude also has a direct influence on OPI. This states that price value, E-WOM, subjective norm, perceived behavioral control in using e-commerce applications have an influence on user attitudes. This study used 308 respondents who could be processed from the results of the questionnaire.

Platforms can enhance transaction security features and provide more transparent price comparisons to attract and retain customers. Businesses operating in e-commerce can use these insights to optimize their pricing strategies and build customer trust. The study underscores the importance of understanding how these elements impact user behavior, thereby offering a framework for analyzing consumer decision-making in the digital marketplace.

### **Limitations and Recommendations**

One of the limitations of this research is the relatively small sample size, which may not fully represent the diversity of e-commerce users across different regions and demographics. Additionally, the study primarily focuses on user perceptions and behaviors related to e-commerce platforms, without delving into the operational side of these platforms. Future studies should consider a more comprehensive analysis, including interviews with platform providers, to gain insights into both user and provider perspectives. This research is also expected to be a guideline for subsequent researchers. Subsequent researchers are expected to apply research in the hospitality sector (Purwianti, 2023) and hospital (Purwianti et al., 2024). In addition, the researcher hopes that in the future this research can provide the information needed to continue research on e-commerce in more depth by adding the Quality of Information variable. (Purwianti, 2019).

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