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The Effect of Informativeness, Entertainment, and Irritation on the Intention to Return to Tokopedia, Mediated by Attitude Toward the Tokopedia Mobile Application

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Abstract

This research aims to examine the effects of informativeness, entertainment, and irritation on users' intention to return to Tokopedia, mediated by attitude toward the mobile application. In addition, this study compares the Technology Acceptance Model (TAM) and the Ducoffe Model in explaining attitude formation toward marketplace applications. TAM posits that attitude is formed after users gain experience through perceived usefulness and perceived ease of use, whereas the Ducoffe Model suggests that attitude can be shaped prior to usage experience through informativeness, entertainment, and irritation. The study employs Structural Equation Modeling–Partial Least Squares (SEM-PLS), using SmartPLS 4.0 as the analytical tool. Data were collected through questionnaires distributed directly to respondents using purposive sampling. The respondents were working individuals who made independent purchase decisions, used smartphones, had downloaded the Tokopedia mobile application, and had previously compared prices in conventional stores before shopping on Tokopedia. The results indicate that informativeness, entertainment, and irritation have significant effects on attitude toward the mobile application, which subsequently influences users' intention to return. These findings support the applicability of the Ducoffe Model in the context of digital marketplace applications.

Keywords: informativeness, entertainment, irritation, attitude, intention

INTRODUCTION

Indonesia is the fourth-largest country by population. India ranks first as the most populous country in the world, with a population of around 1.47 billion people (precisely 1,470,720,832), representing 17.8 percent of the global population. As the fourth most populous country, Indonesia also has a high number of internet users. Internet penetration in Indonesia is estimated to reach 91 percent of the total population. With such widespread internet usage, online transactions present significant business potential. E-commerce transactions in Q3 2025 increased by 20.5 percent compared to the same period in the previous year. The total transaction value from the beginning of 2025 to the third quarter reached IDR 146.7 trillion. This growth has been driven by changes in consumer behavior following COVID-19, with consumers increasingly preferring to shop online, supported by attractive monthly promotions offered by platforms (Ciucan-Rusu et al. 2022; Kovacs et al. 2025; Toubes et al. 2021).

Based on research by Kredivo and Katadata, there was growth in the number of online shopping transactions among consumers aged 36 years and above in 2021. The proportion of transactions among consumers aged 36–45 increased from 19 percent in 2020 to 23 percent in 2021. Meanwhile, for the 46–55 age group, the proportion increased from 3 percent in 2020 to 5 percent in 2021. Nevertheless, online shopping transactions are still dominated by younger

consumers, particularly those aged 26–35, accounting for 45 percent, followed by consumers aged 18–25 at 28 percent (Boardman et al. 2018; Chakraborty et al. 2016; Yoon et al. 2015).

According to a survey by APJII, Generation Z (born 1997–2012 or aged 12–27 years) is the most active group of internet users compared to other generations, accounting for 25.54 percent. Two other age groups that also contribute significantly are Millennials (25.17 percent) and Generation Alpha (23.19 percent). In its report, APJII defines Millennials as those born between 1981 and 1996 (aged 28–43), while Generation Alpha refers to those born in 2013 or later. In terms of geographic distribution, urban areas recorded the highest internet penetration at 83.56 percent. However, rural areas also showed a positive trend, with penetration reaching 76.96 percent (Abbas et al. 2015; Liu et al. 2025; Meshram et al. 2020). Internet penetration is also directly proportional to education level. Users with a college education have a penetration rate of up to 91.27 percent, while those who did not complete elementary school have a rate of only 42.66 percent (Duncan et al. 2015; Gigas 2024; Patzer 2019). In terms of income, individuals earning above IDR 6 million per month have a penetration rate of 91.47 percent, whereas those earning below IDR 1 million have a rate of 70.73 percent (Boardman et al. 2018).

The development of e-commerce in Indonesia has shown a significant growth trend in recent years, in line with increasing internet penetration and the adoption of digital technology (Ariansyah et al. 2021; Lestari et al. 2024; Maisaroh et al. 2024). Based on data from the Indonesian Internet Service Providers Association (APJII), the number of internet users continues to rise, serving as a primary driver of the e-commerce ecosystem. In this context, platforms such as Shopee and Tokopedia dominate the market with a large number of active users. Shopee is estimated to have more than 90 million active users, while Tokopedia has approximately 70 million. Meanwhile, platforms such as Lazada and Bukalapak also contribute to expanding e-commerce adoption, albeit with relatively fewer users (Jusuf et al. 2025; Koswara 2025; Tanggarachai et al. 2025).

The average online transaction value in Indonesia, according to ABC, reaches several trillion rupiah. Consequently, many marketplace companies are competing to capture market share, including Tokopedia. Tokopedia is a locally founded company that has become widely recognized and is currently ranked second in terms of user numbers.

In the context of digital technology adoption, particularly mobile applications and electronic platforms, consumer behavior is influenced not only by economic factors such as price but also by perceptions of ease of use and the quality of information received. The concept of Perceived Ease of Use in the Technology Acceptance Model (TAM) explains that consumers are more likely to accept a technology when it is perceived as easy to use and not burdensome. According to Fred Davis (1989), TAM emphasizes that attitudes are formed through direct experience with a system, which subsequently influences behavioral intention.

However, this approach differs from the model proposed by Ducoffe (1996), which suggests that consumer attitudes toward a medium or technology can be formed without direct user experience, instead arising from perceptions shaped by received information. The Ducoffe model identifies three main dimensions influencing consumer attitudes: informativeness, entertainment, and irritation. Informativeness refers to the extent to which delivered information provides value and relevance to consumers.

According to Clow and Baack, informative advertising presents information clearly and directly to the audience. Additionally, Shavitt (1999) emphasized that in the context of the internet, consumers perceive digital media as a source of information, making informativeness a critical factor in shaping perceptions. Furthermore, the entertainment dimension provides an

emotional experience for consumers. Ducoffe (1996) stated that entertainment elements can fulfill the need for emotional satisfaction and enjoyment. This indicates that not only functional aspects are important, but also the pleasurable experiences consumers have when interacting with a platform. On the other hand, irritation reflects a negative consumer response to stimuli perceived as intrusive. Ducoffe (1996) explained that irritation can arise from messages or interactions that fail to meet consumer expectations.

In contemporary digital environments, the concept of irritation has been extended by Lim and Ting (2012), who argue that irritation in online shopping contexts can stem not only from messaging but also from complex and difficult-to-use interfaces. The fundamental difference between TAM and the Ducoffe model lies in how consumer attitudes are formed. TAM emphasizes direct experience with technology, whereas the Ducoffe model highlights perceptions derived from content and indirect experiences.

This distinction aligns with the Theory of Reasoned Action proposed by Fishbein and Ajzen (1967), which states that individual attitudes influence behavior through the formation of intentions. In the e-commerce context, consumers' attitudes toward a digital platform play a crucial role in shaping their intention to return or conduct repeat transactions.

Previous research has shown that consumer attitudes are influenced by factors such as user satisfaction, user experience, and brand preference, which ultimately affect the intention to return to a platform. Gao and Koufaris (2006), for example, found that factors derived from both TAM and the Ducoffe model can jointly explain the formation of user attitudes in e-commerce contexts. However, most existing studies focus on e-commerce websites, while research specifically examining the influence of informativeness, entertainment, and irritation on user attitudes toward mobile marketplace applications remains limited.

Based on this research gap, this study aims to analyze the influence of informativeness, entertainment, and irritation on attitude toward the application, as well as its implications for intention to return among users of the Tokopedia mobile application. This research is expected to provide theoretical contributions by enriching the study of digital consumer behavior through integrating the Ducoffe model perspective with the concept of attitudes in digital technology. Practically, it offers implications for e-commerce companies—particularly marketplace managers such as Tokopedia—in designing communication strategies and application features that are more informative, engaging, and minimally intrusive, thereby enhancing positive user attitudes and encouraging intention to return.

RESEARCH METHOD

This study applied a quantitative approach aimed at testing the relationships between variables statistically. It was categorized as causal research, as it analyzed the influence of price perception and product quality on purchase intention, both directly and indirectly through electronic word of mouth (e-WOM) as a mediating variable (Sekaran & Bougie, 2016). Data were collected through a survey method using a structured questionnaire distributed via Google Forms. The study adopted a cross-sectional design, in which data were collected at a single point in time to capture respondents' perceptions during the study period (Sekaran & Bougie, 2016).

The questionnaires were distributed online to respondents across Indonesia who had experience with or interest in solar panel products. Respondents were selected using a non-probability sampling technique, specifically purposive sampling, based on criteria relevant to the research objectives. In addition, supporting data were collected through literature related to the research topic.

Due to the broad population and study limitations, a sample was used to represent the population. The sampling technique applied was non-probability sampling, particularly purposive sampling, with criteria including being domiciled in Indonesia and having knowledge of, experience with, or interest in solar panels. The minimum sample size was determined based on Hair (2022), which suggests a minimum of ten times the number of indicators. With 28 indicators, the minimum sample size required was 280 respondents.

The variables in this study were measured using a structured questionnaire designed to capture respondents' perceptions and evaluations. Each indicator was assessed using a five-point Likert scale. This scale was selected because it facilitated respondents' understanding and enabled the collection of quantitative data suitable for statistical analysis.

Table 1. Measurement of Informativeness Variables

Variable	Indicator	Item	Measurement Scale	Reference Source
Informativeness	I1	The Tokopedia Mobile application is a good source of product information	Likert Scale 1-5	(Gou & Koufaris, 2006)
	I2	The Tokopedia Mobile application provides product information that is relevant to buyers' needs		
	I3	The Tokopedia Mobile application is very informative about how to transact, pay and send goods.		

Table 2. Entertainment Variable Measurement

Variable	Indicator	Item	Measurement Scale	Reference Source
Entertainment	PQ1	The Tokopedia Mobile application can be one of the entertainment alternatives.	Likert Scale 1-5	(Gou & Koufaris, 2006)
	PQ2	Tokopedia Mobile application is fun (When you are feeling bad/*in a bad mood* , accessing the		

		Tokopedia application can help)		
	PQ3	The Tokopedia Mobile application has a good application/aesthetic appearance so that it can be enjoyed		

Table 3. Variable Irritation Measurement

Variable	Indicator	Item	Measurement Scale	Reference Source
Irritation	I1	The Tokopedia Mobile application is frustrating because the directions given for transactions are not clear/detailed	Likert Scale 1-5	(Gou & Koufaris, 2006)
	I2	The Tokopedia Mobile application is annoying because of the messy appearance that makes it confusing		
	I3	The Tokopedia Mobile application is annoying because ads or popup animations often appear		

Table 4. Measurement of Attitude Toward Application Variables

Variable	Indicator	Item	Measurement Scale	Reference Source
Attitude toward application	A1	In my opinion, the Tokopedia mobile application is a good application to use	Likert Scale 1-5	(Tan et al., 2025)
	A2	I feel good using the Tokopedia mobile application		
	A3	I have an interest in continuing to use the Tokopedia mobile application		

Variable	Indicator	Item	Measurement Scale	Reference Source
Attitude toward application	A1	In my opinion, the Tokopedia mobile application is a good application to use	Likert Scale 1-5	(Gou & Koufaris, 2006)
	A2	I feel good using the Tokopedia mobile application		
		I have an interest in continuing to use the Tokopedia mobile application		
Variable	**Indicator**	**Item**	**Measurement Scale**	**Reference Sources**
Intention to return	**IR1**	I will visit Tokopedia to find the items I want	**Likert Scale 1-5**	(Gou & Koufaris, 2006)
	IR2	I will buy through Tokopedia when I need a product on the following occasion		

Data analysis in this study was conducted using SmartPLS software with the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach. The analysis stages included validity and reliability testing, evaluation of the measurement model (outer model), evaluation of the structural model (inner model), and hypothesis testing using bootstrapping procedures.

The validity test was performed to ensure that the indicators appropriately represented the latent constructs being measured. Convergent validity was evaluated using outer loadings, where indicators were considered valid if they met the acceptable threshold (J. F. Hair et al., 2021).

Reliability testing was conducted using composite reliability (CR). A CR value of ≥ 0.70 indicated that the construct demonstrated adequate internal consistency (Sarstedt et al., 2022).

Composite reliability was prioritized over Cronbach's alpha because it accounts for differing indicator loadings.

After establishing validity and reliability, the analysis proceeded to the evaluation of the measurement (outer) and structural (inner) models (J. F. Hair et al., 2021). The outer model evaluation assessed how well the indicators measured their respective constructs. Discriminant validity was examined using cross-loadings to confirm that each indicator loaded highest on its intended construct. In addition, the Average Variance Extracted (AVE) was used to assess convergent validity, with a threshold of ≥ 0.50 indicating adequate explanatory power of the construct (Sarstedt et al., 2022). Cronbach's alpha was also reported as a supporting measure of internal consistency, with values ≥ 0.70 considered acceptable (J. F. Hair et al., 2021). Indicators that did not meet these criteria were considered for removal, while maintaining theoretical relevance.

The inner model evaluation assessed the relationships between constructs and the model's predictive capability. The coefficient of determination (R^2) was used to evaluate how well exogenous variables explained endogenous constructs. Predictive relevance was further assessed using Q^2 values obtained through the blindfolding procedure, where values greater than zero indicated adequate predictive relevance (J. F. Hair et al., 2021). Effect size (f^2) was also examined to determine the relative impact of each exogenous construct on endogenous constructs.

Hypothesis testing was conducted using bootstrapping in SmartPLS to obtain t-statistics and p-values. Relationships between constructs were considered significant if the p-value was ≤ 0.05 or the t-statistic was ≥ 1.967 at a 5% significance level (two-tailed test). Accordingly, hypotheses were accepted or rejected based on these significance criteria: if $p \leq 0.05$ and $t \geq 1.967$, the null hypothesis (H_0) was rejected and the alternative hypothesis (H_a) was accepted; otherwise, H_0 was accepted and H_a was rejected.

RESULTS AND DISCUSSION

Respondent Characteristics

The data of this study uses primary data by distributing questionnaires to respondents who shop using the downloaded Tokopedia mobile application, have worked/made money, have made their own purchase decisions and have made price comparisons before making purchases at Tokopedia. The number of questionnaires was 103 respondents. The results of processing the characteristics of the respondents obtained were gender, age, frequency of online shopping, places to shop online and online shopping factors.

Table 5. Characteristics of Respondents by Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	46	44,7	44,7	44,7
	Female	57	55,3	55,3	100,0
	Total	103	100.0	100.0	

From table 5, it can be seen that the number of respondents based on gender is 45 men or 44.7 percent and women as many as 58 people or 55.3 percent.

IBM SPSS Output Results Statistics 21

It is known for the age of the respondents. For respondents aged 18-23 years, there were 92 people, equivalent to 89.3 percent, then 24-30 years old, 10 people or 9.7 percent, and 31-37 years old, 1 person or 1 percent.

Table 6. Characteristics of Respondents Based on Frequency of Online Shopping

		Frequency	Percent	Valid Percentage	Cumulative Percentage
Valid	Every day	4	3,9	3,9	3,9
	Every Month 1x	32	31,1	31,1	35,0
	Every year 1x	4	2,9	2,9	37,9
	Whenever there is a need	64	62,1	62,1	100,0
	Total	103	100.0	100.0	

Source : IBM SPSS statistics 21.0

From table 6, it can be seen that the number of respondents is based on the frequency of online shopping. Respondents who shop online every day are as many as 4 people or 3.9 percent. Respondents who shop every month at least 1 time are 32 people or 31.1 percent. Respondents who shop every year at least 1 time are 43 people or 2.9 percent and the number of respondents who shop online every time there is a need is 64 people or 62.1 percent.

Table 7. Characteristics of Respondents Based on Purchasing Factors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**Cheap and time**	38	36,9	36,9	36,9
	Cheap	14	13,6	13,6	50,5
	Time	42	40,8	40,8	91,3
	time and forced	7	6,8	6,8	98,1
	Time cheap and forced	2	1,9	1,9	100,0
	Total	103	100.0	100.0	

Source : IBM SPSS statistics 21.0

From table 7, it can be seen that the number of respondents who shop online because of the cheaper and economical factor is 38 people or 36.9 percent, while as many as 14 people or 13.6 percent choose only because it is cheaper and 41 people or 40.8 percent choose because it saves time. Meanwhile, 7 people or 6.8 percent choose to shop online because it saves time and is forced. The remaining 2 people or 1.9 percent because it is cheaper, time-saving and forced.

IBM SPSS Statistics 21 Output Results

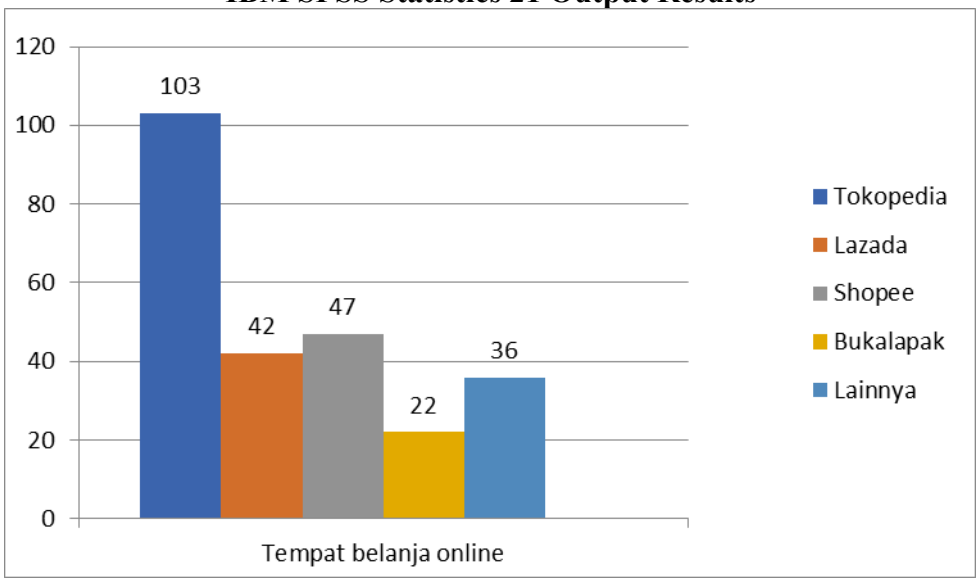

Figure 1. Characteristics of Respondents Based on Factors of Purchasing Online Shopping

Source : IBM SPSS statistics 21.0

From Figure 1, it can be seen that some of the total 103 respondents have shopped in other places such as Lazada, Shopee, Bukalapak and others such as Elvania, Instagram, Case, Jakmall.

Descriptive Analysis of Variables Measured

Table8 shows a summary of the descriptive analysis (mean, middle, mode and standard deviation) of the variables used in this study. All variables are measured on a 5-Point-Likert scale. The average scores of all variables showed between 4.09 (Informativeness), 3.38 (Entertainment), 3.88 (Irritation), 3.96 (Attitude) and 4.12 (Intention). The mid/median values show 4 (Informativeness), 3 (Entertainment), 4 (Irritation), 4 (Attitude) and 4 (Intention). The mode values of all variables show 4 (Informativeness), 4 (Entertainment), 4 (Irritation), 4 (Attitude) and 4 (Intention). The standard deviation of all variables showed 0.665 (Informativeness), 0.981 (Entertainment), 0.973 (Irritation), 0.615 (Attitude) and 0.737 (Intention).

Evaluation of the Outer Model (Measurement model)

Table 8. Descriptive Analysis of Variables

	Red	Median	Mode	Std.Deviation
Informativeness	4,09	4	4	.665
Entertainment	3,38	3	4	.981
Irritation	3,88	4	4	.973
Attitude	3,96	4	4	.615
Intent	4,12	4	4	.737

IBM SPSS *Statistics* 21 Output Results

The measurement model or *outer* model with reflective indicators is evaluated with *convergent* and *discriminant validity* of the indicators and composite reliability for block indicators.

Table 9. Composite Reliability and Convergent Validity

Variables	Items	Loadings	AVE*	Composite Reliability**
Informativeness	I1	**0,8954**	0,7069	0,8782
	I2	**0,8381**		
	I3	**0,7852**		
Entertainment	E1	**0,8882**	0,6713	0,8568
	E2	**0,9089**		
	E3	**0,6317**		
Irriration	IR1	**0,7988**	0,5967	0,8156
	IR2	**0,8108**		
	IR3	**0,7034**		
Attitude Toward Application	Att1	**0,8329**	0,6974	0,8735
	Att2	**0,7938**		
	Att3	**0,8766**		
Intention to Return	ITR1	**0,9256**	0,8629	0,9264
	ITR2	**0,9322**		

Note: *Average Variance extracted (AVE) = (summation of the square of factor loadings) / [(summation of the square of the factor loadings) + (summation of error variances)]
**Composite Reliability (CR) = (Square of the summation of the factor loadings) / [(square of the summation of the factor loadings) + (square of the summation of the error variances] (Hair et al. 2014)

From the measurement model with reflexive indicators are assessed based on Crossloading measurement with constructs. If the correlation of constructs with measurement items is greater than that of other construct sizes, then this suggests that latent constructs predict the size on their block better than the size on the other block (Ghozali 2014:25).

Composite Reliability

Composite Reliability

It is known that the composite reliability value of each variable with other indicators. This shows that latent variables namely Informativeness, Entertainment, Irrirtaion, Attitude toward application and Intention to return predict their block indicators better than other indicators

It is known that the value of composite reliability and of each variable is >0.70, thus it can be concluded that all variables have good variable reliability.

Convergent Validity

It is known that the Loading value of each variable is >0.50 thus it can be concluded that all variables have a high individual reflective measure because it is above 0.50.

It is known that the root value of AVE> 0.5, this indicates that all variables in the estimated model meet the convergent validity criteria.

Discriminant Validity

It is noticeable that the correlation of a variable with the indicator is higher than the correlation of the variable with other indicators. This shows that latent variables, namely Informativenss, Entertainment, Irritation, Attitude and Intention to Return , predict their block indicators better than other indicator blocks so that discriminant validity occurs.

Table 10. Cross Loading

	Attitude	Entertainment	Informativeness	Intent	Irriration
Att1	**0,8329**	0,1636	0,5065	0,5087	0,3272
Att2	**0,7938**	0,4566	0,2641	0,4086	0,2156
Att3	**0,8766**	0,4256	0,4757	0,6242	0,3253
E1	0,3562	**0,8882**	0,2758	0,1323	0,1123
E2	0,4078	**0,9089**	0,1929	0,2155	0,0308
E3	0,233	**0,6317**	0,2854	0,1557	0,2276
I1	0,4836	0,2603	**0,8954**	0,4023	0,3657
I2	0,4202	0,3219	**0,8381**	0,3722	0,312
I3	0,368	0,1421	**0,7852**	0,2892	0,4026
IR1	0,2259	-0,0497	0,3849	0,2314	**0,7988**
IR2	0,2611	0,0622	0,3318	0,2441	**0,8108**
IR3	0,3082	0,2338	0,2759	0,2244	**0,7034**
ITR1	0,5698	0,1818	0,445	**0,9256**	0,3007
ITR2	0,5955	0,1993	0,3482	**0,9322**	0,2651

Note: Bold values are loadings for items which are above the recommended value of 0.5 following Hair et al. (2014)

The second approach to assessing the validity of discrimination is the Fornell Larcker criterion. It compares the square root of the AVE value with the latent variable of the correlation. Specifically, the square root of each AVE building must be greater than the highest correlation with the rest of the construction. An alternative approach to evaluating the results of the Fornell Larcker criterion is to determine whether AVE is greater than the quadratic correlation with other constructs. The logic of the Fornell Larcker method is based on the idea that a construct shares more variants with indicators associated with other constructs.

Table 11. Root Ave

Construct	Root Ave	Results
Informativeness	0,8407	Larger
Entertainment	0,8193	Larger
Irritation	0,7725	Larger
Attitude	0,8351	Larger
Intent	0,9289	Larger

Table 12. Latent Variable

	Attitude	Entertainment	Informativeness	Intent	Irritation
Attitude	1	0	0	0	0
Entertainment	0,4165	1	0	0	0
Informativeness	0,5082	0,2918	1	0	0

Intent	0,6275	0,2054	0,4258	1	0
Irriration	0,3518	0,1266	0,4247	0,3041	1

Correlations

Structural Model Testing (Inner Model)

According to Ghozali (2014, 24-25) Structural or inner model models are evaluated using the Stone-Geisser Q Square test (stone, 1974; Geisser, 1975) for predictive relevance and T test and significance of structural path parameter coefficients.

R-Square Test

Table 13. R- Square Test

	R Square
Attitude Toward Application	**0,3592**
Intention to Return	**0,3937**

Source : Data obtained from SmartPLS 2.0

From the results above, it can be said that by looking at the R-square value which is a goodness of fit model test. The influence model of Informativeness, Entertainment and Irritation gives an R-Square value of 0.3592 which can be interpreted as the variability of the Attitude construct that can be explained by the construct Informativeness, Entertainment and Irritation is 36 percent while 54 percent is explained by other variables outside the studied. The Intention model gives an R-Square value of 0.3937 which can be interpreted as the variability of the Intention to return construct that can be explained by the Attitude construct is 39 percent while 51 percent is explained by other variables outside the studied. So it can be concluded that the value of R square is included in the moderate category.

Predictive Relevance Test (q2)

Table 14. Predictive Relevance Model

	1-SSE/SSO
Attitude	0.1104 > 0
Intention to Return	0.3395 > 0

Prediction Relevance (Q Square) or known as Stone-Geisser's test is carried out to determine the prediction capability with the blindfolding procedure. When the value is 0.02 (small) 0.15 (medium) 0.35 (large)

Based on table 14, the redundancy index for the Attitude and Intention variables has a value of > 0, this indicates that all indicator models have good relevance to endogenous variables.

Table 15. Path Coefficient (Mean, STDEV, T-Values)

	Original Sample	Sample Mean	Standard Deviation (STDEV)	Standard Error	T Statistics (|O/STERR|)
I->MLS	0,3527	0,3490	0,1070	0,1070	3,2949
E>ATT	0,2928	0,2955	0,0844	0,0844	3,4672
IR->ATT	0,1649	0,1780	0,0936	0,0936	1,7630

ATT->INT	0,6275	0,6313	0,0570	0,0570	11,0078

Source : Data obtained from SmartPLS 2.0

Table 16. Model Structural Summary (I,E,IRR-> ATT)

Hypothesis	Path	Original Sample (O)	T Statistics (IO/STERR)	Results	Supported
Ha1	Informativeness-> Attitude	0,3527	3,2949	There is an influence	Yes
Ha2	Entertainment-> Attitude	0,2928	3,4672	There is an influence	Yes
Ha3	Irritation-> Attitude	0,1649	1,7630	There is an influence	Yes
Ha4	Attitude -> Intention	0,6275	11,0078	There is an influence	Yes

Source : Data obtained from SmartPLS 2.0

Statistical T Test

The test statistic used is the t-test statistical test, with a statistical hypothesis and a significance value of 5 percent (1.96).

Informativeness to Attitude

Ho_1 : No influence Informativeness against Attitude towards appication on the Tokopedia mobile application

Ha_1 : There is influence Informativeness against Attitude towards appication on the Tokopedia mobile application

Hypothesis 1 (H1) has a β value of 0.3527 and a t-value of >1.96 (3.2949) respectively, so that there is an influence of Informativeness on Attitude towards site in the Tokopedia mobile application.

Entertainment vs. Attitude

Ho_2 : No influence Entertainment against Atittude towards appication on the Tokopedia mobile application

Ha_2 : There is influence Entertainment against Atittude towards appication on the Tokopedia mobile application

Hypothesis 2 (H2) has a β value of 0.2928 and a t-value of >1.96 (3.4672) respectively, so that there is an influence of Entertainment on Attitude towards site on the Tokopedia mobile application.

Irritation of Attitude

Ho_3 : No influence Irritation against Atittude towards appication on the Tokopedia mobile application

Ha_3 : There is influence Irritation against Atittude towards appication on Tokopedia mobile app

Hypothesis 3 (H3) has a β value of 0.1649 and t-value (1.7630) <1.96 respectively, so there is no effect of irritation on Attitude towards site on the Tokopedia mobile application.

Attitude to Intention

Ha4 : No influence Attitude Towards appication Tokopedia mobile application on Intention to Return Tokopedia

Ha4 : There is influence Attitude Towards appication Tokopedia mobile application on Intention to Return Tokopedia

Hypothesis 4 (H4) has a β value of 0.6275 and t-value (11.0078) >1.96 respectively, so that there is an effect of the Attitude Towards appication of the Tokopedia mobile application on the Intention to Return of Tokopedia.

CONCLUSION

The results of this study indicated that informativeness and entertainment significantly influenced users' attitudes toward the Tokopedia mobile application, while irritation did not have a significant effect. Furthermore, a positive attitude toward the application was found to significantly influence users' intention to return. These findings suggest that delivering informative and engaging content is more critical in shaping user attitudes than minimizing irritation within this context. For future research, it is recommended to explore additional variables—such as trust, perceived value, or user experience—and to examine different platforms or demographic groups to provide a more comprehensive understanding of factors influencing return intention in mobile commerce.

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