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Drivers of Perceived Enjoyment on Purchase Intention in the Fotoyu Application: A Case Study of Running Event Enthusiasts

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Abstract: The digital transformation of the photography industry is shaped by advancements in artificial intelligence (AI) and the growing role of social media as a medium for interaction and promotion. Fotoyu, an application that integrates facial recognition-based AI with visually appealing design, caters to consumer needs in documenting sports events. This study investigates the influence of AI, social media presence, and visual aesthetics on purchase intention, with perceived enjoyment serving as a mediating variable. A quantitative method was employed by distributing online questionnaires to 240 Fotoyu users who participated in running events in Bali. Data were analyzed using the SEM-PLS approach. The results reveal that all independent variables exert a positive and significant impact on both perceived enjoyment and purchase intention. Moreover, perceived enjoyment fully mediates the effect of AI and partially mediates the effects of social media presence and visual aesthetics on purchase intention. These findings emphasize the pivotal role of perceived enjoyment in shaping users' purchasing decisions. From a practical perspective, the study highlights the importance of enhancing AI capabilities, implementing effective social media strategies, and optimizing visual design to foster enjoyable user experiences and increase purchase conversions on digital platforms.

Keywords: Artificial Intelligence, Social Media Presence, Visual Aesthetic, Perceived Enjoyment, Purchase Intention

INTRODUCTION

The rapid development of technology has influenced various aspects of life, including the photography industry. Technology not only creates new tools but also revolutionizes the way humans interact and communicate through images (Omol, 2024). In this context, technology represents a combination of knowledge, skills, methods, and processes used to solve problems or meet human needs, including the production and processing of visual images. Since the early 21st century, advances in digital technology have transformed the ways photos are captured, processed, and distributed, supported by increased storage capacity and advancements in artificial intelligence (AI). AI algorithms in photography applications enable automatic editing such as object removal, lighting adjustments, and image retouching without requiring advanced technical skills (Zhou, 2022). In the business realm, AI also facilitates workflow automation,

image recognition for archive management, and service personalization through consumer preference analysis, thereby enhancing the effectiveness of photography service marketing in a more strategic and efficient manner.

The application of AI-based facial recognition technology has advanced rapidly since 2019, with widespread adoption across various sectors, including the photography industry (Rahiem, 2023). One example is the Fotoyu application, which leverages facial recognition to help consumers easily locate and purchase their photos. To support its marketing efforts, this application also relies on social media, particularly Instagram, as its main promotional channel. Social media has now become a vital tool in digital marketing strategies, enabling direct interaction, instant information dissemination, and wide reach through engaging visual content. Platforms such as Instagram and Facebook allow businesses to build brand awareness, foster emotional connections, and drive purchase intention through targeted visual campaigns (Mukherjee, 2020). A key element of this strategy is visual aesthetics—the visual aspects such as color, form, and composition that can influence user perception and emotions. Well-designed visual aesthetics can shape brand identity and enhance users' emotional experiences (Blijlevens, 2024). In this regard, Fotoyu offers an interface design featuring bright colors, clear typography, and intuitive icons, which not only create an appealing appearance but also provide users with high perceived enjoyment.

Several previous studies have identified that AI (Mimi, 2022; Nguyen, 2024; Yeo, 2022), social media presence (Hossain, 2019; Wang, 2020; Miao, 2022), and visual aesthetics (Long, 2024; Isik & Vassel, 2021) individually influence purchase intention. However, limitations remain in explaining the role of perceived enjoyment as a mediating variable in the context of AI-based digital applications for sports events. On the other hand, perceived enjoyment has been shown to play a crucial role in shaping users' intentions toward both technology adoption and purchase decisions (Jayanti et al., 2024; Saidon et al., 2024). Specifically, this study highlights the use of the Fotoyu application in running events in Bali, a context that has received little attention in prior research. Previous studies have generally focused on e-commerce, social media, or digital games. In contrast, participants in running events tend to have a strong inclination to capture and share moments via social media, making it essential to understand the factors that influence their decision to purchase photos through digital applications.

This study offers both theoretical and practical contributions by simultaneously examining the influence of AI, social media presence, and visual aesthetics on purchase intention, while also exploring the mediating role of perceived enjoyment. The novelty of this research lies in integrating these three exogenous variables into a single conceptual model with emotional mediation, while situating the analysis in the specific context of AI-based applications for sports event documentation. Accordingly, this study is expected to provide new insights into strategies for enhancing user experience and driving purchase conversions on technology-based digital platforms. The conceptual framework in this study is a graphical or visual representation that explains the relationships among the variables under investigation. It serves as a guide for researchers to understand how these variables interact with each other and illustrates the hypotheses or assumptions underpinning the study.

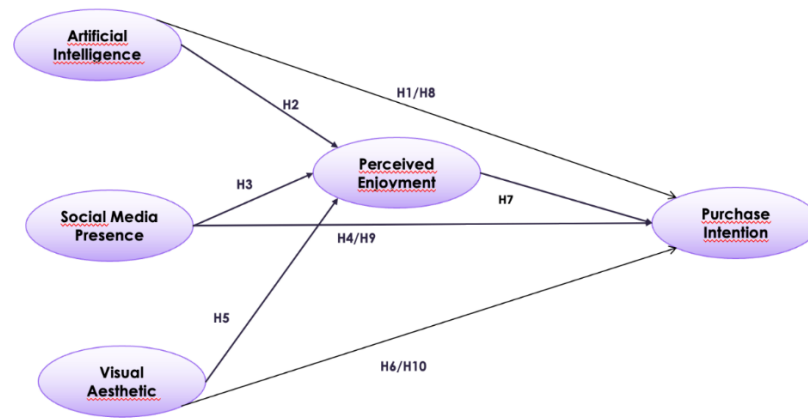


Figure 1. Conceptual Framework

Source: *Processed by the Researcher (2024)*

1. **H1:** Artificial Intelligence has a positive and significant effect on Purchase Intention in the Fotoyu Application.
2. **H2:** Artificial Intelligence has a positive and significant effect on Perceived Enjoyment in the Fotoyu Application.
3. **H3:** Social Media Presence has a positive and significant effect on Perceived Enjoyment in the Fotoyu Application.
4. **H4:** Social Media Presence has a positive and significant effect on Purchase Intention in the Fotoyu Application.
5. **H5:** Visual Aesthetics have a positive and significant effect on Perceived Enjoyment in the Fotoyu Application.
6. **H6:** Visual Aesthetics have a positive and significant effect on Purchase Intention in the Fotoyu Application.
7. **H7:** Perceived Enjoyment has a positive and significant effect on Purchase Intention.
8. **H8:** Perceived Enjoyment mediates the effect of Artificial Intelligence on Purchase Intention in the Fotoyu Application.
9. **H9:** Perceived Enjoyment mediates the effect of Social Media Presence on Purchase Intention in the Fotoyu Application.
10. **H10:** Perceived Enjoyment mediates the effect of Visual Aesthetics on Purchase Intention in the Fotoyu Application.

METHOD

This study employs a quantitative approach with a survey method conducted in Bali Province, considering that Bali frequently hosts both national and international running events. The strong visual characteristics of the location and the high level of participant engagement make Bali a relevant setting to examine consumer behavior toward purchasing digital photos through the Fotoyu application, particularly in relation to artificial intelligence (AI) technology and the application’s visual aesthetics. The population of this research consists of individuals who have participated in running events in Bali and used the Fotoyu application. The sampling technique applied was purposive sampling, a method of deliberately selecting samples based on specific criteria. The criteria included: (1) respondents must have used the Fotoyu application at least once, and (2) respondents must have participated in a running event in Bali within the past year. The use of purposive sampling ensures that the selected respondents are highly relevant and possess appropriate experience within the research context. Based on the sample size formula proposed by Hair et al. (2014), which recommends 10 respondents for each indicator, the total of 24 indicators required a minimum of 240 respondents.

Data collection was conducted through observation of Fotoyu’s social media and application, as well as the distribution of online questionnaires. The questionnaire instrument was developed based on indicators of each research variable and employed a Semantic Differential scale ranging from 1 to 10. Primary data were collected directly from respondents via questionnaires distributed using Google Forms, while secondary data were obtained from Fotoyu’s official Instagram account (@fotoyu_official) and relevant prior studies.

This study examines five main variables: Artificial Intelligence, Social Media Presence, Visual Aesthetics, Perceived Enjoyment, and Purchase Intention. Artificial Intelligence is defined as AI-based technology that facilitates users in locating photos through facial recognition, with indicators including accuracy, speed, energy efficiency, and user acceptance (Takahashi et al., 2016). Social Media Presence refers to user activity and engagement on social media platforms, with indicators such as number of followers, engagement rate, user-generated content (UGC), audience sentiment, and influencer collaborations (Carter & Vartanian, 2022). Visual Aesthetics are defined as the aesthetically appealing visual design of the application, encompassing color schemes, layout, typography, simplicity, and animations or transitions (Takahashi et al., 2016). Perceived Enjoyment is measured by users’ sense of fun and satisfaction when using the application, with indicators including enjoyment, satisfaction, pleasant activity, interest during use, and inherently engaging experiences (Davidson et al., 2023). Purchase Intention represents users’ willingness to purchase digital photos via Fotoyu, with indicators such as intention to buy, purchase consideration, satisfaction level, user convenience, and sentiment analysis (Nguyen et al., 2021).

The collected data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). This method was chosen because it does not require data to follow a normal distribution and is capable of analyzing complex models with multiple latent variables. Model evaluation was conducted through validity testing (convergent and discriminant validity), construct reliability testing (composite reliability and Cronbach’s alpha), and hypothesis testing using the bootstrapping technique (Ghozali, 2016). The model was also assessed for goodness of fit to ensure its alignment with empirical data.

RESULTS AND DISCUSSION

Data collection for this study was carried out through the distribution of online questionnaires to 240 users of the Fotoyu application. The respondents’ profiles describe the criteria of these 240 participants based on gender, age, and domicile. Detailed identity data are presented in Table 2 below:

Table 2.
Respondent Characteristics

No	Variable	Classification	Number of Respondents	Percentage (%)
1	Gender	Male	116	48.3
		Female	124	51.7
		Total	240	100.0
2	Age (Years)	17 – 27 years	187	77.9
		28 – 38 years	21	8.8
		39 – 49 years	15	6.3
		50 – 60 years	6	2.5
		> 60 years	11	4.6
		Total	240	100.0
3	Domicile	Badung	67	27.9

No	Variable	Classification	Number of Respondents	Percentage (%)
		Bangli	14	5.8
		Buleleng	30	12.5
		Denpasar	38	15.8
		Gianyar	20	8.3
		Jembrana	17	7.1
		Karangasem	21	8.8
		Klungkung	18	7.5
		Tabanan	15	6.3
		Total	240	100.0

Source: Primary Data, 2025

The characteristics of the respondents indicate that users of the Fotoyu application who participated in running events in Bali come from diverse backgrounds. Based on gender, female respondents accounted for 124 individuals (51.7%), slightly higher than male respondents at 116 individuals (48.3%), indicating a predominance of female users. In terms of age, the majority of respondents were within the 17–27 age range, totaling 187 individuals (77.9%), followed by those aged 28–38 (8.8%), 39–49 (6.3%), 50–60 (2.5%), and above 60 (4.6%), reflecting the dominance of younger generations in the use of this application. Regarding domicile, most respondents resided in Badung Regency (27.9%), followed by Denpasar (15.8%) and Buleleng (12.5%). Descriptive analysis was conducted to identify the characteristics and responses of participants toward each statement. All variables were described using mean values. The measurement criteria indicate that the higher the mean score obtained, the more favorable the respondents’ perceptions of the items and variables. The descriptive results for each research variable are presented as follows:

Table 3.
Respondents’ Assessment of Research Variables

Statement	Respondents’ Answer Scores										Total Score	Mean	Criteria
	1	2	3	4	5	6	7	8	9	10			
X1.1 AI in the Fotoyu application provides accurate results in finding photos or images through facial recognition	0	0	0	0	0	3	12	42	92	91	2176	9.07	Excellent
X1.2 The image retrieval process by AI in the Fotoyu application runs quickly.	0	0	0	0	0	0	19	48	87	86	2160	9.00	Excellent
X1.3 The use of AI in the Fotoyu application is energy efficient	0	0	0	1	0	0	17	37	98	87	2171	9.05	Excellent

	and does not burden my device.													
X1.4	I feel comfortable and confident using the AI features in the Fotoyu application.	0	0	0	0	0	1	19	44	89	87	2162	9.01	Excellent
X1	Artificial Intelligence											8669	9.03	Excellent
X2.1	The level of engagement (engagement rate) on Fotoyu’s social media, such as comments, likes, and shares, shows active interaction with users.	0	0	0	0	0	3	19	39	89	90	2164	9.02	Excellent
X2.2	I see a lot of user-generated content (UGC) related to the Fotoyu application, which shows that users are encouraged to share their experiences	0	0	0	0	0	0	14	51	84	91	2172	9.05	Excellent
X2.3	Audience sentiment towards the content shared on Fotoyu’s social media tends to be positive, creating a supportive atmosphere.	0	0	0	0	0	1	14	48	88	89	2170	9.04	Excellent
X2.4	Collaborations with influencers on social media increase my interest and trust in the Fotoyu application.	0	0	0	0	0	1	20	32	97	90	2175	9.06	Excellent
X2.5	The content shared on Fotoyu’s social media provides useful information and helps me better understand the application.	0	0	0	0	1	0	16	40	98	85	2169	9.04	Excellent

X2		Social Media Presence										10850	9.04	Excellent
X3.1	The layout of elements in the Fotoyu application is well-organized and makes navigation easier.	0	0	0	0	2	0	17	31	100	90	2177	9.07	Excellent
X3.2	Typography in the Fotoyu application is clear and supports the user experience.	0	0	0	0	0	1	12	53	88	86	2166	9.03	Excellent
X3.3	The design of the Fotoyu application is simple and not confusing, making it easy to use.	0	0	0	0	1	1	19	33	109	77	2159	9.00	Excellent
X3.4	Animations and transitions used in the Fotoyu application add visual appeal and improve the user experience.	0	0	0	0	0	1	16	41	94	88	2172	9.05	Excellent
X3.5	The visual design in the Fotoyu application is relevant to the content offered and creates a strong impression.	0	0	0	0	1	0	16	36	103	84	2172	9.05	Excellent
X3		Visual Aesthetic										10846	9.04	Excellent
M.1	My experience using the Fotoyu application is very satisfying.	0	0	0	0	1	1	12	34	83	109	2204	9.18	Excellent
M.2	I feel interested and engaged while using the Fotoyu application..	0	0	0	0	0	1	19	37	96	87	2169	9.04	Excellent
M.3	The experience of using the Fotoyu application is inherently engaging and makes me want to keep using it.	0	0	0	1	0	1	23	34	89	92	2164	9.02	Excellent
M.4	Overall, my experience with the Fotoyu	0	0	0	0	1	0	18	41	91	89	2168	9.03	Excellent

	application is very engaging and memorable.													
M.5	The AI features in the Fotoyu application add enjoyment when using the app.	0	0	0	0	0	0	14	35	102	89	2186	9.11	Excellent
M.6	Fotoyu’s social media presence increases my enjoyment in using the application due to the positive sentiment on the account.	0	0	0	0	0	1	15	43	89	92	2176	9.07	Excellent
M.7	The visual design of the Fotoyu application makes the experience more enjoyable because of its simplicity.	0	0	0	0	0	1	16	37	98	88	2176	9.07	Excellent
M	Perceived Enjoyment											15243	9.07	Excellent
Y.1	I consider buying photos from the Fotoyu application after using its features.	0	0	0	0	0	2	14	56	74	94	2164	9.02	Excellent
Y.2	My satisfaction level with the Fotoyu application influences my decision to buy photos.	0	0	0	0	0	1	15	33	99	92	2186	9.11	Excellent
Y.3	I feel comfortable using the Fotoyu application, which increases my purchase intention.	0	0	0	0	2	2	19	40	89	88	2156	8.98	Excellent
Y.4	The positive sentiment I get from Fotoyu’s official social media accounts encourages me to make a purchase.	0	0	0	1	1	0	18	38	96	86	2163	9.01	Excellent

Y.5	The AI feature that facilitates image/photo retrieval enhances the application experience and encourages me to purchase.	0	0	0	0	0	3	17	40	103	77	2154	8.98	Excellent
Y.6	The visual aesthetics of the Fotoyu application make it easier and more attractive for me to purchase photos.	0	0	0	0	0	0	15	33	93	99	2196	9.15	Excellent
Y.7	The enjoyment I feel while using the Fotoyu application strengthens my desire to purchase.	0	0	0	0	1	0	15	36	95	93	2183	9.10	Excellent
Y	Purchase Intention											15202	9.05	Excellent

Source: Processed Data, 2025

The results of the descriptive analysis in Table 3 show that the Artificial Intelligence variable obtained an average score of 9.03, which reflects a very good perception from users regarding the AI features in the Fotoyu application. The indicator with the highest score is X1.1, namely the ability of AI to detect faces for accurately finding photos, with an average score of 9.07. This finding indicates that the accuracy of the facial detection system is the most appreciated aspect by respondents in assessing the quality of AI in Fotoyu. The Social Media Presence variable as a whole obtained an average score of 9.04, which means that customers rated the Fotoyu application as already having a very good social media presence. The indicator with the highest average score is indicator X2.2, with an average score of 9.05. This means that users of the Fotoyu application, who were respondents in this study, observed a large amount of user-generated content (UGC) related to the Fotoyu app, which shows that users feel encouraged to share their experiences. This, in turn, led to a very positive evaluation from customers regarding the Social Media Presence of the Fotoyu application. The Visual Aesthetic variable as a whole obtained an average score of 9.04, which means that customers rated the Fotoyu application as already having a very good visual aesthetic. The indicator within the Visual Aesthetic variable with the highest average score is X3.1, with an average score of 9.07. This means that respondents in this study felt that the layout of elements in the Fotoyu application is already well organized and facilitates navigation, thereby leading to a positive customer evaluation and shaping a very good visual aesthetic in the Fotoyu application.

The Perceived Enjoyment variable as a whole obtained an average score of 9.07, which means that customers rated the Fotoyu application as already providing very good perceived enjoyment for users. The indicator with the highest average score in this variable is M.1, with an average score of 9.18. This means that the experience of using the Fotoyu application is very satisfying for respondents in this study. The Purchase Intention variable as a whole obtained an average score of 9.05, which means that customers already have a very high purchase intention towards the Fotoyu application. The indicator with the highest average score in this variable is

Y.6, with an average score of 9.15. This means that respondents in this study felt that the Fotoyu application already has visual aesthetics that make users feel more comfortable and more interested in purchasing photos, thereby forming a very high purchase intention among Fotoyu users.

To analyze the research model, the Partial Least Square (PLS) method was used with the help of the SmartPLS 3.0 software. There are two fundamental model evaluations in this test, namely the outer model and the inner model. The testing of the inner model in PLS is conducted through bootstrap resampling. The measurement model or outer model with reflective indicators is evaluated using convergent and discriminant validity of the indicators and composite reliability for the indicator blocks, with the following explanation:

Table 4.
Results of Convergent Validity Testing (Outer Loading)

Indicator	M (Perceived Enjoyment)	X1 (Artificial Intelligence)	X2 (Social Media Presence)	X3 (Visual Aesthetic)	Y (Purchase Intention)
M1	0.816				
M2	0.764				
M3	0.791				
M4	0.805				
M5	0.702				
M6	0.778				
M7	0.800				
X1.1		0.736			
X1.2		0.776			
X1.3		0.768			
X1.4		0.779			
X2.1			0.793		
X2.2			0.771		
X2.3			0.786		
X2.4			0.729		
X2.5			0.816		
X3.1				0.767	
X3.2				0.825	
X3.3				0.772	
X3.4				0.775	
X3.5				0.745	
Y1					0.708
Y2					0.735
Y3					0.787
Y4					0.758
Y5					0.733
Y6					0.794

Indicator	M (Perceived Enjoyment)	X1 (Artificial Intelligence)	X2 (Social Media Presence)	X3 (Visual Aesthetic)	Y (Purchase Intention)
Y7					0.725

Source: Processed Data, 2025

The results of the convergent validity test in Table 4 show that all indicator outer loading values are greater than 0.70. Thus, it can be concluded that all indicators meet the requirements of convergent validity. One method to assess discriminant validity is by comparing the square root of the average variance extracted (AVE) for each variable with the correlation between that variable and other variables in the model. The model has sufficient discriminant validity if the square root of AVE for each variable is greater than the correlations between that variable and other variables. Based on Table 5, it can be explained that all variables in the tested model meet the criteria of discriminant validity. The assessment of discriminant validity can also be seen by evaluating the AVE values of each variable. The model is considered good if the AVE values of each variable are greater than 0.50. The output results indicate that the AVE values of all variables are greater than 0.50, therefore the model can be considered valid.

Table 5.
Results of Discriminant Validity (AVE and Fornell-Larcker)

Research Variable	AVE	√AVE	M (Perceived Enjoyment)	X1. (Artificial Intelligence)	X2. (Social Media Presence)	X3. (Visual Aesthetic)	Y (Purchase Intention)
M (Perceived Enjoyment)	0.585	0.780	1.000				
X1. (Artificial Intelligence)	0.607	0.765	0.724	1.000			
X2. (Social Media Presence)	0.604	0.779	0.820	0.686	1.000		
X3. (Visual Aesthetic)	0.609	0.777	0.849	0.701	0.816	1.000	
Y (Purchase Intention)	0.562	0.749	0.830	0.740	0.844	0.815	1.000

Source: Processed Data, 2025

In addition to validity testing, a reliability test was also conducted for the variables, measured using two criteria: composite reliability and Cronbach’s alpha from the block of indicators measuring the variables. A variable is considered reliable if both the composite reliability and Cronbach’s alpha values are above 0.70. The output results can be seen in Table 6 below.

Table 6.
Results of Instrument Reliability Testing

Variable	Composite Reliability	Cronbach’s Alpha
M (Perceived Enjoyment)	0.892	0.893
X1 (Artificial Intelligence)	0.763	0.764

Variable	Composite Reliability	Cronbach's Alpha
X2 (Social Media Presence)	0.838	0.840
X3 (Visual Aesthetic)	0.836	0.837
Y (Purchase Intention)	0.870	0.871

Source: Processed Data, 2025

The output results of composite reliability and Cronbach's alpha for the variables Artificial Intelligence, Social Media Presence, Visual Aesthetic, Perceived Enjoyment, and Purchase Intention are all above 0.70. Thus, it can be concluded that all variables have good reliability. In this structural model, there are two dependent variables, namely: Perceived Enjoyment (M) and Purchase Intention (Y). The coefficient of determination (R²) for each dependent variable is presented in Table 7 below.

Table 7.
R-square Values

Structural Model	Dependent Variable	R-square	Adjusted R-square
1	Perceived Enjoyment (M)	0.785	0.782
2	Purchase Intention (Y)	0.797	0.793

Calculation:

$$\begin{aligned}
 Q^2 &= 1 - (1 - R_1^2)(1 - R_2^2) \\
 &= 1 - (1 - 0.785)(1 - 0.797) \\
 &= 1 - (0.215)(0.203) \\
 &= 1 - 0.0436 \\
 &= 0.9564
 \end{aligned}$$

Source: Processed Data, 2025

Based on Table 7, the model examining the influence of Artificial Intelligence, Social Media Presence, and Visual Aesthetic on Perceived Enjoyment produced an R-square value of 0.785. This can be interpreted to mean that the variability of the Perceived Enjoyment variable can be explained by Artificial Intelligence, Social Media Presence, and Visual Aesthetic by 78.5 percent, while the remaining 21.5 percent is explained by other variables not included in this study. Furthermore, the model analyzing the influence of Artificial Intelligence, Social Media Presence, Visual Aesthetic, and Perceived Enjoyment on Purchase Intention produced an R-square value of 0.797. This indicates that Purchase Intention can be explained by Artificial Intelligence, Social Media Presence, Visual Aesthetic, and Perceived Enjoyment by 79.7 percent, while the remaining 20.3 percent is explained by other variables not examined in this research.

To measure how well the observed values are generated by the model as well as its parameter estimates, the Q-square value is calculated. The Q-square value ranges between $0 < Q^2 < 1$, where the closer it is to 1, the better the model. Based on the table above, Purchase Intention has a predictive relevance value of 0.435 and Perceived Enjoyment has a predictive relevance value of 0.471. This means that the predictive relevance of both models falls into the medium category, with the criteria being: Q-square > 0 indicating a low category, Q-square > 0.25 indicating a medium category, and Q-square > 0.50 indicating a strong category. This study employs the Partial Least Square (PLS) analysis approach to test the research hypotheses proposed earlier. The results of the empirical model analysis using Partial Least Square (PLS) can be seen in Figure 2 below.

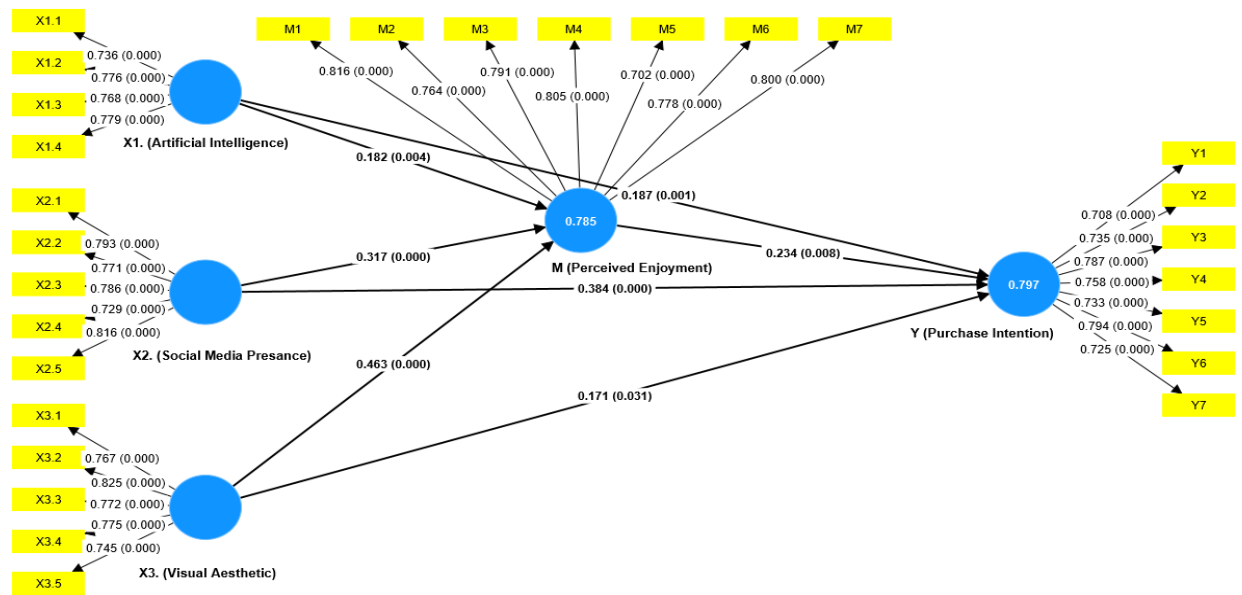


Figure 2. Bootstrapping Model

The results of the path coefficient validation test on each path for the direct effects are presented in Table 8 below.

Table 8. Results of Direct Effect Testing (Path Coefficient)

Hypothesis	Relationship Between Variables	Path Coefficient	T Statistic	P Value	Description
H1	X1. (Artificial Intelligence) → Y (Purchase Intention)	0.187	3.378	0.001	Positive Significant
H2	X1. (Artificial Intelligence) → M (Perceived Enjoyment)	0.182	2.881	0.004	Positive Significant
H3	X2. (Social Media Presence) → M (Perceived Enjoyment)	0.317	4.063	0.000	Positive Significant
H4	X2. (Social Media Presence) → Y (Purchase Intention)	0.384	4.728	0.000	Positive Significant
H5	X3. (Visual Aesthetic) → M (Perceived Enjoyment)	0.463	6.134	0.000	Positive Significant
H6	X3. (Visual Aesthetic) → Y (Purchase Intention)	0.171	2.151	0.031	Positive Significant
H7	M (Perceived Enjoyment) → Y (Purchase Intention)	0.234	2.659	0.008	Positive Significant

Source: Processed Data, 2025

Artificial Intelligence was proven to have a positive and significant effect on Purchase Intention. This result is shown by a positive path coefficient of 0.187 with a t-statistic of 3.378 (t-statistic > 1.960) and a p-value of 0.001 < 0.050; thus, the hypothesis is supported. The findings can be interpreted as follows: the better the Artificial Intelligence, the higher the Purchase Intention of Fotoyu application users. This study supports the findings of Mimi

(2022), who found that Artificial Intelligence had a significant positive effect on Purchase Intention. The results also align with Yeo (2024) and Liang (2023), who showed that AI-driven content significantly influences Purchase Intention. Accordingly, AI enhances purchase intention by improving the overall customer experience. Through customization and personalization, AI provides tailored recommendations, creating a shopping environment that resonates with consumer preferences.

Artificial Intelligence was also proven to have a positive and significant effect on Perceived Enjoyment. This is indicated by a positive path coefficient of 0.182 with a t-statistic of 2.881 ($t\text{-statistic} > 1.960$) and a p-value of $0.004 < 0.050$; thus, the hypothesis is supported. The findings suggest that the better the Artificial Intelligence, the higher the Perceived Enjoyment of Fotoyu application users. This result is consistent with Gatzioufa (2022), who argued that Artificial Intelligence with social presence elements such as avatars or natural language enhances user enjoyment and satisfaction, positively impacting technology adoption. Similarly, Liu (2023) found that personalized and adaptive AI responses to user emotions significantly boost enjoyment levels. Comparable results were reported by Hsieh (2021) and Abdullatif (2024), who concluded that AI has a positive and significant effect on Perceived Enjoyment. Arachchi (2024) further emphasized that user-friendly AI applications that provide interactive experiences and instant feedback can enhance satisfaction and foster positive attitudes toward technology.

Social Media Presence was found to have a positive and significant effect on Perceived Enjoyment. This is shown by a positive path coefficient of 0.317 with a t-statistic of 4.063 ($t\text{-statistic} > 1.960$) and a p-value of $0.000 < 0.050$; thus, the hypothesis is supported. The results suggest that the more engaging the Social Media Presence, the higher the Perceived Enjoyment among Fotoyu application users. This study supports Hossain (2019), who found a strong relationship between Social Media Presence and Perceived Enjoyment, particularly in virtual environments, where social presence enhances user engagement and enjoyment. Wang (2020) also reported that social presence positively contributes to enjoyment through interpersonal interaction and psychological closeness. Miao (2022) confirmed that Social Media Presence significantly influences Perceived Enjoyment, with online community support reducing feelings of isolation and fostering positive feedback. Similar findings were reported by Krause (2023), who highlighted that engagement with content and social networking strengthens the sense of belonging and enhances user enjoyment. Active social media interactions, such as commenting, sharing, and discussing, foster positive emotions, including enjoyment, especially when content is perceived as meaningful or entertaining.

Social Media Presence was also proven to have a positive and significant effect on Purchase Intention. This is indicated by a positive path coefficient of 0.384 with a t-statistic of 4.728 ($t\text{-statistic} > 1.960$) and a p-value of $0.000 < 0.05$; thus, the hypothesis is supported. The findings suggest that the stronger the Social Media Presence, the higher the Purchase Intention of Fotoyu application users. This result aligns with Osain (2023), who found that social media significantly influences Purchase Intention through personalized content tailored to consumer preferences. Ao (2023) also revealed that consumers are more likely to trust and engage with personally relevant ads, ultimately enhancing purchase intentions. The credibility and appeal of influencers were noted as crucial factors in shaping trust and Purchase Intention (Ao, 2023). The interactive nature of social media enables experience-sharing, user-generated content (UGC), and information exchange, which reinforce engagement and purchase decisions (Dincer, 2023). Imran Ali (2023) found that social media marketing indirectly affects Purchase Intention by strengthening brand image. Moreover, Huang Z. (2023) emphasized that, in the context of live video, social media presence creates immersive and emotional experiences that enhance purchase intentions. Overall, social media presence plays a vital role in shaping awareness, engagement, and social influence that drive Purchase Intention.

Visual Aesthetic was proven to have a positive and significant effect on Perceived Enjoyment. This is shown by a positive path coefficient of 0.463 with a t-statistic of 6.134 (t-statistic > 1.960) and a p-value of 0.000 < 0.050; thus, hypothesis 5 (H5) is supported. The findings suggest that the higher the Visual Aesthetic, the greater the Perceived Enjoyment of Fotoyu application users. This result supports Long (2024), who stated that high-quality visual aesthetics enhance user engagement and enjoyment by creating a smoother and more satisfying experience. Isik and Vassel (2021) also found that aesthetically pleasing designs trigger emotional responses in brain regions associated with reward and pleasure. Grinde (2023) confirmed this by showing that the brain responds to specific visual elements with stronger reward signals, thereby enhancing perceived enjoyment. Schindler (2017) added that visual aesthetics not only improve interface usability but also influence users' emotional responses. Israel (2019) also demonstrated that interactive visual elements evoke curiosity and strengthen user appeal and enjoyment toward websites or applications. Collectively, these findings affirm that compelling visual aesthetics play a crucial role in shaping Perceived Enjoyment.

Visual Aesthetic was also found to have a positive and significant effect on Purchase Intention. This is indicated by a positive path coefficient of 0.171 with a t-statistic of 2.151 (t-statistic > 1.960) and a p-value of 0.031 < 0.050; thus, the hypothesis is supported. The findings suggest that the higher the Visual Aesthetic, the greater the Purchase Intention of Fotoyu application users. This result is consistent with Li Y. (2022), who showed that visual design aesthetics significantly influence Purchase Intention, as appealing designs are often associated with higher perceived value and quality of products. Oraiby (2024) also found a positive correlation between design visual elements such as color and packaging imagery with consumer perceptions that drive purchase intentions. Zhang (2023) asserted that aesthetic design directly affects purchasing decisions, especially for technology products such as smartwatches. Similar findings were presented by Baccarella (2021), who discovered that visually pleasing product packaging increases Purchase Intention. Yang Y. (2021) further concluded that visually attractive styles generate positive consumer responses, which in turn elevate purchase intentions. Collectively, these results reinforce the notion that visual aesthetics play a vital role in shaping consumer purchasing decisions.

Perceived Enjoyment was proven to have a positive and significant effect on Purchase Intention. This is shown by a positive path coefficient of 0.234 with a t-statistic of 2.659 (t-statistic > 1.960) and a p-value of 0.008 < 0.050; thus, the hypothesis is supported. The findings suggest that the higher the consumer's Perceived Enjoyment, the greater the Purchase Intention of Fotoyu application users. This study supports Dwi Jayanti et al. (2024), who found that Perceived Enjoyment significantly influences Purchase Intention. Users who experience high enjoyment during navigation mediated by ease of use and perceived usefulness demonstrate stronger online purchase intentions. Perceived Enjoyment serves as a significant positive predictor of purchase intention. Similar findings were reported by Saidon et al. (2024) in the context of travel booking platforms, where enjoyment significantly enhanced purchase intention, especially when aligned with users' promotion focus. Mustika & Wahyudi (2022) emphasized that e-commerce beauty sites with high-quality visuals and interactivity can boost enjoyment, ultimately driving product purchase intentions. In the context of mobile games, Nguyen et al. (2025) found that enjoyment during gameplay directly correlated with increased in-app purchase intentions. Overall, Perceived Enjoyment is a strong predictor of Purchase Intention across various digital contexts. Pleasant user experiences whether from visual design, ease of navigation, or entertainment elements not only strengthen emotional engagement but also directly encourage purchase decisions.

Table 9.
Results of the Indirect Effect Test (Specific Indirect Effect)

	Original sample (O)	T statistics (O/STDEV)	P values
X1. (Artificial Intelligence) -> M. (Perceived Enjoyment) -> Y. (Purchase Intention)	0,043	1,857	0,063
X2. (Social Media Presence) -> M. (Perceived Enjoyment) -> Y. (Purchase Intention)	0,074	2,214	0,027
X3. (Visual Aesthetic) -> M. (Perceived Enjoyment) -> Y. (Purchase Intention)	0,109	2,414	0,016

Source: Processed Data, 2025

Based on Table 4.7, the results of the indirect effect analysis between variables show that: Artificial Intelligence on Purchase Intention through Perceived Enjoyment has a positive but not significant effect ($\beta = 0.043$; $t = 1.857 < 1.960$; $p = 0.063 > 0.050$). Social Media Presence on Purchase Intention through Perceived Enjoyment has a positive and significant effect ($\beta = 0.074$; $t = 2.214 > 1.960$; $p = 0.027 < 0.050$). Visual Aesthetic on Purchase Intention through Perceived Enjoyment also shows a positive and significant effect ($\beta = 0.109$; $t = 2.414 > 1.960$; $p = 0.016 < 0.050$). These findings indicate that Perceived Enjoyment acts as a significant mediator in the influence of Social Media Presence and Visual Aesthetic, but not in Artificial Intelligence.

Table 10.
Recapitulation of Mediation Variable Testing Results

Mediation Variable	Effect (A)	Effect (B)	Effect (C)	Effect (D)	Description
Artificial Intelligence (X1) → Perceived Enjoyment (M) → Purchase Intention (Y)	0.043 (Non-Sig. 0.063)	0.187 (Sig. 0.001)	0.182 (Sig. 0.004)	0.234 (Sig. 0.008)	Full Mediation
Social Media Presence (X2) → Perceived Enjoyment (M) → Purchase Intention (Y)	0.074 (Sig. 0.027)	0.384 (Sig. 0.000)	0.317 (Sig. 0.000)	0.234 (Sig. 0.008)	Partial Mediation
Visual Aesthetic (X3) → Perceived Enjoyment (M) → Purchase Intention (Y)	0.109 (Sig. 0.016)	0.171 (Sig. 0.031)	0.463 (Sig. 0.000)	0.234 (Sig. 0.008)	Partial Mediation

Source: Processed Data, 2025

Note: significance (Sig.) = t-statistic > 1.960 at $\alpha = 5\%$

1. (A): indirect effect of the independent variable on the dependent variable
2. (B): direct effect of the independent variable on the dependent variable
3. (C): direct effect of the independent variable on the mediating variable
4. (D): direct effect of the mediating variable on the dependent variable

Perceived Enjoyment is proven to positively mediate the indirect effect of Artificial Intelligence on Purchase Intention. This result is shown from the mediation test conducted, where effects C and D are significant, but effect A the indirect effect of the independent variable (Artificial Intelligence) on the dependent variable (Purchase Intention) through the mediating variable has a non-significant value. Thus, Perceived Enjoyment is able to fully mediate the effect of Artificial Intelligence on Purchase Intention. Based on these results, it can be interpreted that the Purchase Intention of Fotoyu application users will further increase if the application has better Artificial Intelligence and customers experience high Perceived Enjoyment. This study supports the findings of Bhagat et al. (2023), which showed that AI-based features (such as personalization and voice recommendations) significantly increase Perceived Enjoyment, which in turn mediates the effect of AI on Purchase Intention within the S-O-R model framework. Similar findings were presented by Ding & Najaf (2024), who stated that hedonic enjoyment from chatbot interactions serves as a mediator in building trust and driving purchasing behavior. Huang et al. (2024) and Nguyen et al. (2023) also found that AI has a significant positive effect on Perceived Enjoyment, which ultimately influences usage and purchase intentions. Other studies based on the Technology Acceptance Model (TAM) confirm that Perceived Enjoyment mediates the relationship between technological characteristics (ease of use and usefulness) and Purchase Intention. Furthermore, Sung et al. (2021) found that AI-supported interactive experiences enhance user enjoyment in mixed reality (MR), which fully mediates the influence of AI interaction on Purchase Intention. Thus, it can be concluded that Perceived Enjoyment consistently acts as an important mediator bridging the effect of Artificial Intelligence on Purchase Intention.

Perceived Enjoyment is proven to positively mediate the indirect effect of Social Media Presence on Purchase Intention. This result is shown from the mediation test conducted, where effects B, C, and D have significant positive values, and effect A the indirect effect of the independent variable (Social Media Presence) on the dependent variable (Purchase Intention) through the mediating variable also has a significant value. Thus, Perceived Enjoyment is able to partially mediate the effect of Social Media Presence on Purchase Intention. Based on these results, it can be interpreted that the Purchase Intention of Fotoyu application users will further increase if the application has stronger Social Media Presence and customers experience high Perceived Enjoyment. This study is consistent with the findings of Qadri, R. A. et al. (2024), which showed that Perceived Enjoyment plays a significant mediating role between Social Presence and Purchase Intention, along with perceived utility and self-presentation. Furthermore, Huang, Z. et al. (2024) emphasized that user enjoyment is a key mediator in live commerce channels, strengthening the relationship between interactive elements and purchasing decisions. A similar study by Al Harizi et al. (2022) also showed that social presence and platform ease of use positively influence Perceived Enjoyment, which in turn enhances Purchase Intention. Selem et al. (2023) also confirmed that online enjoyment serves as a mediating variable between interactivity and purchase intention in social commerce platforms. In addition, hedonic motivation and digital communication reinforcement drivers have also been found to positively influence Purchase Intention, with Perceived Enjoyment functioning as an important mediator in strengthening this relationship.

Perceived Enjoyment is proven to positively mediate the indirect effect of Visual Aesthetic on Purchase Intention. This result is shown from the mediation test conducted, where effects B, C, and D have significant positive values, and effect A the indirect effect of the independent variable (Visual Aesthetic) on the dependent variable (Purchase Intention) through the mediating variable also has a significant value. Thus, Perceived Enjoyment is able to partially mediate the effect of Visual Aesthetic on Purchase Intention. Based on these results, it can be interpreted that the Purchase Intention of Fotoyu application users will further increase if the application has stronger Visual Aesthetic and customers experience high Perceived Enjoyment. A similar study by Baghirov & Zhang (2024) showed that aesthetically pleasing

design has a positive effect on consumer attitudes toward products. In this study, hedonism, utilitarianism, and self-esteem act as key components in the indirect pathway linking design aesthetics with perceived quality, which then influences product attitudes. In addition, minimalist design approaches were found to have a direct effect on the relationship between visual aesthetics and product attitudes. In line with these findings, S. Kumar, D. et al. (2023) emphasized that visual aesthetics is a critical element in attracting and retaining customers in service environments (servicescapes). This study developed an objective and holistic measure of computational aesthetics for effective servicescape design management. The influence of aesthetics was tested through the mediation of processing fluency and Perceived Enjoyment, and moderated by service context. Meanwhile, the analysis by Lin, R. et al. (2024) showed that interactivity and aesthetics have significant effects on consumer purchase likelihood, particularly in the context of virtual clothing. However, creativity and clarity elements did not show substantial effects. Their findings also identified satisfaction and flow experience as important mediators in purchasing decisions, emphasizing the importance of optimizing user interaction and visual aesthetic experience in digital marketing strategies.

CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that Artificial Intelligence, Social Media Presence, and Visual Aesthetic have a positive and significant effect on Perceived Enjoyment and Purchase Intention of Fotoyu application users. Perceived Enjoyment is also proven to significantly increase Purchase Intention and mediate the influence of Artificial Intelligence, Social Media Presence, and Visual Aesthetic on Purchase Intention, either fully or partially. These results emphasize that to enhance users' Purchase Intention, the application must not only excel in technological aspects but also provide an enjoyable experience and appealing visual aesthetics.

This conclusion is derived from valid and reliable data; however, this research has limitations in terms of the number of variables studied and the scope of respondents, which were limited to Fotoyu application users in certain regions. Therefore, generalization of the findings should be made with caution. In line with these limitations, it is recommended that Fotoyu application developers continue to develop more engaging and interactive Social Media Presence strategies, pay attention to Visual Aesthetic aspects in application design, and enhance elements that foster Perceived Enjoyment for users, such as interactive features and a pleasant user experience. Future research is suggested to include additional variables such as perceived usefulness, perceived ease of use, perceived value, social influence, trust, and customer satisfaction.

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