

Building SMEs' passion for utilising digital media: a study of SMEs during the COVID-19 pandemic

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Abstract

This research aims to offer new insights and fills a gap in previous studies by including a passion for mediating the influence of perceived usefulness and perceived ease of use on intention. Data were collected from 43 small and medium-sized enterprises (SMEs) in Bali, one of the provinces of Indonesia. Partial least squares structural equation modelling (PLS-SEM) was used to analyse and test hypotheses. The results of this study prove that the Technology Acceptance Model (TAM), especially perceived usefulness, has constructed the concept of passion. There is a need to measure the influence of perceived ease of use and perceived usefulness of digital media on passion to stimulate the intention to use digital media during economic stagnation affected by the COVID-19 pandemic. To date, no such analysis has been conducted in previous studies. This research is quantitative, using a pre-existing measurement scale. The results indicate no significant effect of passion on SME intention to use digital media. Another finding of this study is that the usefulness of digital media can drive SMEs' passion, but this is not the case with perceived ease of use, which is not proven to drive SMEs' passion for using digital media. Passion has proven to be unable to mediate TAM on interest. The practical implication of this research is that awareness of the usefulness of digital media is sufficient to stimulate the enthusiasm of SMEs for using digital media.

Keywords

COVID, ease of use, passion, SMEs, TAM, usefulness

DOI: 10.23762/FSO_VOL10_N03_8

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Introduction

The COVID-19 pandemic has brought about a period of stagnation in the global economy (Kaindob, 2020; Brooks, 2020; Elyassi, 2021; Yuesti et al., 2020). Bali, one of the provinc-

es of Indonesia, is experiencing severe economic conditions, with a contraction of the economy of 9% in 2021 (Bank of Indonesia, 5 March 2021). COVID has decimated Bali's tourism industry, causing thousands of SMEs who depend on tourism to feel a sense of helplessness. Two fundamental problems based on the statements of SME owners are a lack of financial and marketing capital. The Balinese government adopted the following two steps as the main factors in strengthening SMEs: (a) helping SMEs by providing financial capital through banking services, and (b) assisting SMEs' marketing efforts through collaboration with private websites to digitally market SME products and organise SME exhibitions in the Bali Bangkit forum.

While the government is aggressively helping SMEs in Bali by means of financial and marketing programmes, their reaction is still not optimal. The main problem has turned out to be not only finance and marketing, but also the human resources of SMEs, who are not familiar with nor ready to use digital systems. Their culture is still conventional (Sapta et al., 2021). SMEs do not understand the ease of use and the magnitude of the usefulness of digital media for marketing their products, affecting their passion for building their intention to use digital media. Passion is often perceived as a negative. Still, there is a view of passion from a positive perspective, namely as a positive emotion that produces behavioural tendencies motivated by a strong reason for such behaviour (Vallerand et al., 2003; Cardon et al., 2009; Sapta et al., 2021). The view of passion in the entrepreneurial context has a positive and essential meaning, mainly when entrepreneurs survive in the face of challenges, obstacles, uncertainty, lack of resources, shock, and rapid change (Baum and Locke, 2004; Cardon et al., 2009: 517; Collewaert et al., 2016, 2).

SME owners are entrepreneurs who need a boost of passion when facing changes such as the impact of COVID-19. As manufacturers panic, so do consumers. They cannot meet face to face. SMEs as producers need media

to overcome situations that limit direct contact with customers to establish communication and transactions. This SME business phenomenon provides the inspiration to propose passion for the TAM as a mediating variable in the influence of perceived usefulness and ease of use on the intention to use digital media in the context of SMEs. Perceived usefulness (PU) and perceived ease of use (PEOU), as the main frameworks for the TAM, were found not to be fully capable of building intention (Bashir and Madhavaiah, 2015). The inclusion of passion in the TAM is vital to mediate the effect of PU and PEOU on intention. It also offers new insights, as previous studies rarely include passion as a mediation variable, but instead use attitude (Hsi-Peng, 2005; Teo et al., 2011; Kim, 2012; Shih and Chen, 2013; Koutromanos et al., 2015; Ben Mansour, 2016; Perry, 2017; Hussein and Hassan, 2017; M Claudia tom Dieck et al., 2017; Rahman et al., 2018; Buabeng-Andoh et al., 2019).

Although attitudes toward digital technology are influenced by perceived usefulness and perceived ease of use (Ben Mansour, 2016; Ainsworth et al., 2017; Anna-Sophie and Odekerken-Schröder, 2019), in several empirical studies attitude was found to fail to mediate the effect of perceived ease of use on intention (Teo et al., 2011; Kim, 2012; Foroughi et al., 2019). In addition to attitude, satisfaction is often used as a TAM mediation to build behavioural intention (Mohammad Ahmad Al-hawari and Mouakket, 2010; Oktal et al., 2016; M Claudia tom Dieck et al., 2017; Adjei et al., 2020). Satisfaction was found to be not fully able to mediate the TAM with behavioural intention in several empirical studies (Mohammad Ahmad Al-hawari and Mouakket, 2010). Satisfaction could not mediate perceived usefulness as one of the critical frameworks for the TAM with intention (Shang and Wu, 2017).

The research problems were formulated as follows: Does the ease of using digital media influence SMEs' passion for using digital media? Does the ease of using digital media

influence SMEs' intention to use digital media? Does the usefulness of digital media influence SMEs' intention to use digital media? Does the usefulness of digital media influence SMEs' passion for using digital media? Does SMEs' passion influence their intention to use digital media?

1. Theoretical framework and hypothesis development

1.1. The Technology Acceptance Model

The Technology Acceptance Model (TAM) has been developed since its introduction to predict consumer behaviour related to technology acceptance in the context of information technology (Lim, 2015; Wamba et al., 2017; Dumpit and Fernandez, 2017; Bailey et al., 2018; Bianchi and Andrews, 2018). The TAM model is widely used to predict attitudes to build the behavioural intention to use technology. Davis introduced the TAM in 1989, adopting two main factors influencing an individual's intention to use new technology: perceived ease of use and perceived usefulness (Wang and Wang, 2020).

1.2. SMEs' passion for digital media

Passion is not only interesting in the field of psychological studies, but has begun to be widely applied to the context of entrepreneurship (Héctor, 2017; M Ma'ruf Idris et al., 2018; Akuraun et al., 2019; Stenholm and Nielsen, 2019; Temoor, 2021; Lee and Herrmann, 2021). Vallerand et al. (2003: 757) defined passion as the strong tendency of an individual towards a preferred activity that is considered necessary and the willingness of said individual to invest time and energy therein. Vallerand (2015: 33) defined passion as a strong inclination toward a particular object, activity, concept, or person who is loved (or at least highly liked), highly valued, and invests time and energy regularly as part of one's identity.

The definition of passion (Vallerand, 2015, 33) provides guidelines for establishing

the meaning of SMEs' passion for digital media as a strong tendency for SMEs to use digital media. The willingness to sacrifice time can be caused by exchanging benefits gained from using digital media. This exchange is described in the Social Exchange Theory (SET). Individual voluntary actions can be motivated by expected results (Romani-Dias and Carneiro, 2020). In this research, the results of such an exchange can be in the form of technology usefulness and ease of use.

The Dualistic Model of Passion (Vallerand et al., 2003; Vallerand, 2008, 2010) showed two tendencies of passion: harmonious or obsessive. Harmonious passion results from the pleasure and satisfaction derived from a particular activity (Vallerand and Ratelle, 2002; Vallerand, 2008, 2010). Based on the concept of social exchange and dualistic passion, the usefulness and ease of use of technological activities support passion for using technology. Therefore, SMEs' passion for using digital media can also be caused by SMEs' perception of the ease of use and usefulness of digital media. The hypotheses can be formulated as follows:

H₁: Perceived usefulness has a positive influence on passion.

H₂: Perceived ease of use has a positive influence on passion.

1.3. Intention

Intention has always received significant attention from various research models which aim to explain customer behaviour. The TAM also plays a role in honing its ability to predict interest (Safeena et al., 2010; Dash et al., 2011; Kesharwani and Bisht, 2012; Kim, 2012; Bashir and Madhavaiah, 2015). Awareness of ease of use and usefulness encourages behaviour from the consumer side and businesspeople, especially MSMEs.

Various studies have proven that an important TAM variable, namely trust in the convenience provided by information technology, has been able to form intention (Shen, 2012; Giovanis et al., 2012; Gao

and Bai, 2014; Shang and Wu, 2017; Patel and Patel, 2018; Chen, 2019). Perceived usefulness has been confirmed to form intention (Gao and Bai, 2014; Patel and Patel, 2018; Arora and Sahney, 2018; Kim, 2018; Chauhan et al., 2019; Chen, 2019; Yu and Huang, 2020). Therefore, SMEs will develop the intention to use digital media if they feel it offers benefits and is easy to use.

H₃: Perceived usefulness positively influences the intention to use digital media.

H₄: Perceived ease of use has a positive influence on the intention to use digital media.

1.4. The influence of passion on intention

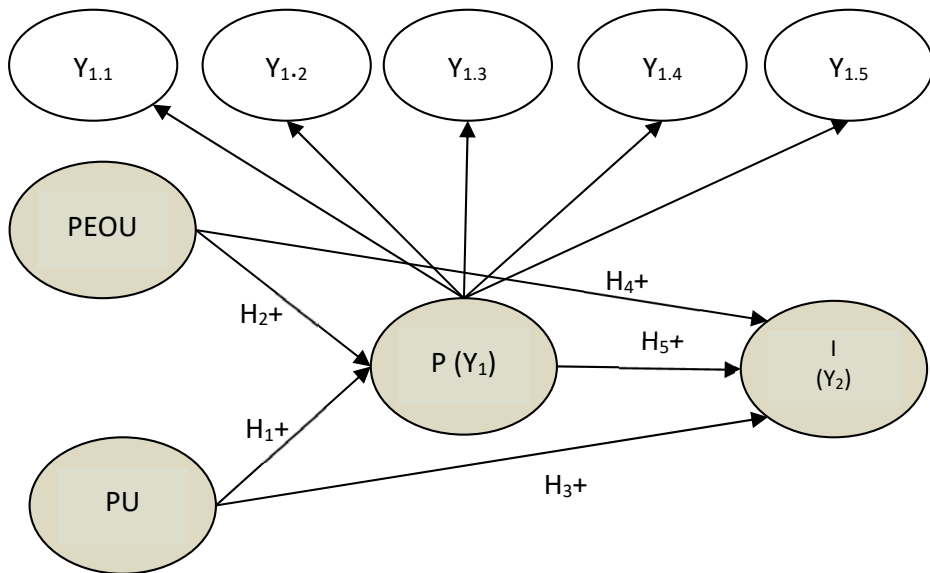
The influence of passion on intention has been widely examined in empirical studies (Faheem et al., 2018), for example, in the context of hu-

man resources (Yang-Chun et al., 2020; Pathak and Srivastava, 2020). In marketing, the influence of passion on intention has been found in various studies (Back et al., 2011; Mukherjee, 2020). In the context of entrepreneurship, passion significantly forms intention (Eugine et al., 2019; Temoor et al., 2021; Bignetti et al., 2021). Findings suggest that passion helps increase people’s involvement in activities which they are interested in (Mack, 2007; Crespo-Hervás et al., 2019). Therefore, SMEs which are passionate about using digital media generally intend to use digital media.

H₅: Passion has a positive influence on the intention to use digital media

Based on the results of empirical studies and concepts, the formulation of the relationship between variables and hypotheses for testing can be described.

Figure 1: Theoretical model



Annotation: PEOU = Perceived Ease of Use; PU = Perceived Usefulness; I = Intention; P = Passion for Using Digital Media; Y1.1 = Spirit; Y1.2 = Intrinsic Motivation; Y1.3 = Identified Motivation; Y1.4 = Introjected Motivation; Y1.5 = External Motivation

Source: own elaboration

2. Methodology

2.1. Sample and data collection

The population of this research is SMEs in Bali. The research sample is classified as a small sample. The Dekranasda assists 43 SMEs in collaboration with the Bali

Industry Authority. These SMEs have been recognised as supporting the Balinese economy, and were therefore selected as part of the research sample. Table 1 shows the characteristics of the respondents of which the research sample in this study was comprised.

Table 1. Characteristics of Respondents

No	Characteristics	Quantity	Cumulative (%)
1	Age		
	• 10 – 20 Years	1	2.3%
	• Over 20 to 30	3	7.0%
	• Over 30 to 40	13	30.2%
	• Over 40 to 50	14	32.6%
	• Over 50 Years	12	27.9%
2	Gender		
	• Female	24	55.8%
	• Male	19	44.2%
3	Education		
	• Primary school	0	0.0%
	• Junior high school	2	4.7%
	• Senior high School	14	32.6%
	• Bachelor's degree	25	58.1%
	• Master's degree	2	4.7%
	• Doctoral degree	0	0.0%
4	Location		
	• Denpasar	16	37.2%
	• Badung	8	18.6%
	• Tabanan	1	2.3%
	• Gianyar	9	20.9%
	• Bangli	2	4.7%
	• Klungkung	2	4.7%
	• Karangasem	2	4.7%
	• Buleleng	2	4.7%
	• Jembrana	1	2.3%
5	Experience In Using Digital Media		
	• Never	1	2.3%
	• Less than 1 year	7	16.3%
	• 1 to 3 years	18	41.9%
	• 3 to 5 years	5	11.6%
	• 5 to 7 years	8	18.6%
	• Over 7 years	4	9.3%
Total	43	100%	

Source: own elaboration

2.2. Measurement scales

This study uses quantitative methods by utilising and adapting indicators or variable measurement scales used and validated in previous studies. The data analysis method used was Structural Equation Modelling (SEM) based on Partial Least Squares (PLS). This technique was chosen because it can be used to treat small sample sizes (Chin and Newsted, 1999).

Five latent variables are included in this study model: Perceived usefulness (PU), for which the indicators were adapted from Palazuelos et al., (2019); perceived ease of use (PEOU) indicators was adapted from Caniels et al., (2015); passion indicators were adapted from Gilal et al., (2020); and behavioural intention to use the digital media indicators were adapted from Caniels et al., (2014).

The indicators of each latent variable tested empirically and used in previous empirical studies are shown in Table 1. All items as research instruments use a five (5) point Likert scale ranging from “strongly disagree (1)” to “strongly agree” (5).

3. Results and Discussion

3.1. Construct validity and reliability

Validity and reliability tests were conducted involving 30 respondents. The results of this test follow the criteria of significant correlation and Cronbach's Alpha > 0.70 for each dimension and construct (Malhotra, 2007). The indicators are valid as each score contains a positive and significant bivariate correlation with the total indicator score (see Table 2).

Table 2. Validity and Reliability Test Results

Variable	Dimension	Indicators	Significant Correlation	Cronbach Alpha
<i>Perceived Ease of Use</i> (X ₁)	–	Find it easy to use digital media (X 1.1)	0.856**	0.701
	–	Confidence in the ability to use digital media (X 1.2)	0.901**	
<i>Perceived Usefulness</i> (X ₂)	–	Experience the benefits of digital media to market products during the Covid pandemic (X 2.1)	0.810**	0.804
	–	Perceiving digital media as having valuable intelligence (X 2.2)	0.891**	
	–	Perceiving digital media as having value (X 2.3)	0.698**	
	–	Perceiving digital media as having particular significance (X 2.4)	0.924**	
<i>Passion</i> (Y ₁)	Spirit (Y1.1)	Showing respect for customers when using digital media (Y1.1.1)	0.792**	0.949
		Finding that digital media is compatible with other businesses (Y1.1.2)	0.803**	
		Believing to have an unforgettable experience (Y1.1.3)	0.691**	
		Appreciating the product quality (Y 1.1.4)	0.741**	
		Finding the new experiences was useful (Y 1.1.5)	0.719**	
	<i>Intrinsic motivation</i> (Y ₁₂)	Making the product look attractive (Y1.2.1)	0.748**	
		Experiencing pleasant feelings (Y 1.2.2)	0.712**	
		Enjoy when marketing my products through digital media (Y 1.2.3)	0.831**	
	<i>Identified motivation</i> (Y ₁₃)	Feeling pleased to market products through digital media (Y 1.3.1)	0.754**	
		Believing in getting new experiences when using digital media (Y 1.3.2)	0.858**	
		Feeling helped by the existence of digital media to market products (Y 1.3.3)	0.736**	
	<i>Introjected motivation</i> (Y ₁₄)	Feeling embarrassed to customers if they have not used digital media to market products (Y1.4.1)	0.582**	
		Feeling ashamed for not using digital media for product marketing in this global era (Y1.4.2)	0.775**	
		Not feeling embarrassed to use digital media to market products (Y1.4.3)	0.774**	
	<i>External motivation</i> (Y ₁₅)	Feeling to have increased experience in marketing when using digital media (Y1.5.1)	0.725**	
Feeling demands from customers or potential customers to take advantage of digital media (Y 1.5.2)		0.655**		
Feeling comfortable to have used digital media to introduce products (Y1.5.3)		0.733**		
<i>Intention</i> (Y ₂)	–	Will use digital media to get information from customers (Y2.1)	0.844**	0.756
	–	Will use digital media to market products (Y 2.2)	0.863**	
	–	Will use digital media to respond to customer requests (Y 2.3)	0.754**	

Annotation: ** *p* is significant at 0.01 . level

Source: own elaboration

3.2. Assessment of the Outer Model

The results of the loading factor evaluation have an average value above 0.70. This study uses a minimum loading factor value of 0.50, according to Hair et al. (2006). All loading

factor values were statistically significant, second-order and first-order, with a p -value less than 0.05. This means that all indicators meet the requirements of convergent validity. Table 3 shows discriminant validity.

Table 3. Discriminant Validity

	(Y1.1)	(X2)	(X1)	(Y1.5)	(Y1.2)	(Y1.3)	(Y1.4)	(Y2)	(Y1)
Spirit (Y1.1)	0.786								
Perceived Usefulness (PU) (X2)	0.852	0.799							
Perceived Ease of Use (PEOU) (X1)	0.652	0.750	0.879						
External Motivation (Y1.5)	0.823	0.678	0.494	0.823					
Intrinsic Motivation (Y1.2)	0.852	0.758	0.688	0.720	0.830				
Identified Motivation (Y1.3)	0.845	0.762	0.606	0.745	0.851	0.852			
Introjected Motivation (Y1.4)	0.768	0.640	0.533	0.637	0.778	0.775	0.824		
Intention (I) (Y2)	0.687	0.795	0.743	0.643	0.661	0.695	0.550	0.822	
Passion (P) (Y1)	0.957	0.825	0.661	0.863	0.924	0.928	0.861	0.717	0.746

Source: own elaboration

Table 4 shows that the composite reliability values of each variable are above 0.70. Therefore it meets Nunnally's (1978) crite-

ria. The value of Average Variance Extracted (AVE) > 0.50 meets the requirements of discriminant validity (Fornell and Larcker, 1981).

Table 4. AVE, Composite Reliability, R-Square

Variable	AVE	Composite Reliability (>0.70)	Cronbach's Alpha	R-Square	
				R-Square	Criterion*
Perceived Usefulness (X ₂)	0.639	0.871	0.795	–	–
Perceived Ease of Use (X ₁)	0.772	0.871	0.708	–	–
Intention (Y ₂)	–	0.862	0.759	0.688	Strong
Passion for Using Digital Media (Y ₁)	0.556	0.955	0.949	0.684	Strong
Spirit (Y _{1.1})	0.617	0.890	0.845	0.915	Strong
External motivation (Y _{1.5})	0.677	0.863	0.761	0.744	Strong
Intrinsic motivation (Y _{1.2})	0.689	0.868	0.770	0.854	Strong
Identified motivation (Y _{1.3})	0.726	0.888	0.812	0.861	Strong
Introjected motivation (Y _{1.4})	0.679	0.863	0.765	0.742	Strong

Annotation: * = Chin (1998) criteria; Hair et al., (2011); Henseler et al., (2009)

Source: own elaboration

The coefficient of determination (R^2): indicates a strong criterion. The R-square (R^2) value greater than 0.50 is classified as a robust model (Chin, 1998; Hair et al., 2011; Henseler et al., 2009). Table 4 shows that all endogenous variables have substantial accuracy. Exogenous variables are classified as

having vital accuracy in explaining endogenous variables. Q-Square predictive relevance (Q^2) (Table 5) shows that the model formulation gives an excellent meaning. The model can explain 90%, while only 10% is explained by other factors not identified in this study model, including standard error.

Table 5. Inner Model Evaluation

Structural Model	Dependent Variables	R-Square
1	Passion (Y1)	0.684
2	Interests (Y2)	0.688

Calculation: $Q^2 = 1 - [(1-R1^2)(1-R2^2)(1-R3^2)]$
 $Q^2 = 1 - [(1-0.684)(1-0.688)]$
 $Q^2 = 1 - [0.316][0.312]$
 $Q^2 = 1 - 0.0986$
 $Q^2 = 0.90$ atau 90%

Source: own elaboration

3.3. Mediation Test

Hair et al., (2010) provide a formulation to test the mediating variable as follows: (a) the direct effect of an independent variable on the dependent variable in the model by involving the mediating variable; (b) the direct effect of an independent variable on the dependent variable in the model without involving the mediating variable; (c) the effect of an independent variable on the mediating variable; (d) the effect of the mediating variable on the dependent variable, albeit if it is not significant then the mediating variable does not have a mediating role.

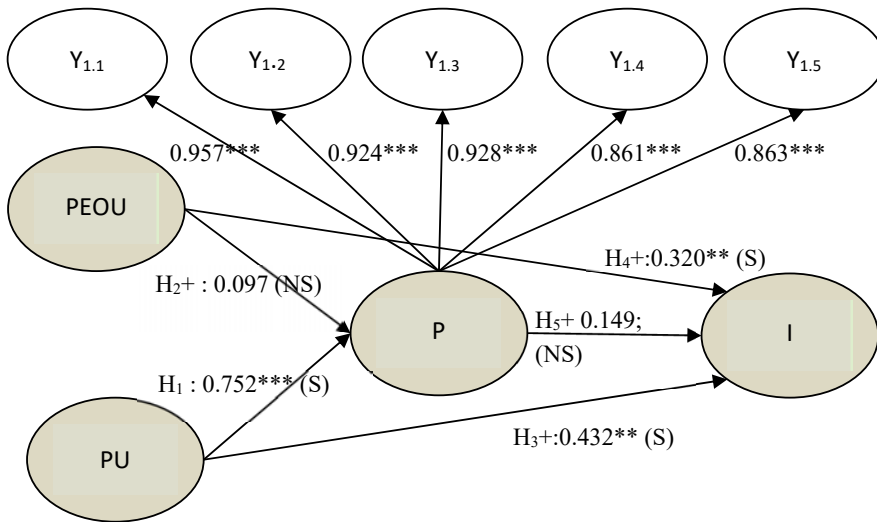
Referring to the formulation of Hair et al., (2010), passion does not directly influence

intention (dependent variable), so it is stated that passion does not have a mediating role for the TAM variable on intention.

3.4. Hypotheses Test

Table 6 shows that there are two insignificant hypotheses: H_2 on the influence of perceived ease of use on SMEs’ passion for using digital media (Beta = 0.097; p value = 0.554 > 0.05) and H_5 Passion influence on SMEs’ intention to use digital media (Beta = 0.149; p value = 0.525 > 0.05). This means that SMEs’ passion for using digital media does not influence their interest in marketing products.

Figure 2. Measurement model with mediation and interaction effects



Annotation: PEOU = Perceived Ease of Use; PU = Perceived Usefulness; I = Intention; P = Passion for Using Digital Media; Y1.1 = Spirit; Y1.2 = Intrinsic Motivation; Y1.3 = Identified Motivation; Y1.4 = Introjected Motivation; Y1.5 = External Motivation; NS = Not Supported; S = Supported; *** = Significance Level p-value < 0.000; ** = Significance Level p-value < 0.05

Source: own elaboration

Table 6. Status of Hypotheses

Path	Original Sample	P Values	Hypothesis	Annotation
Perceived Usefulness (X ₂) -> Intention (Y ₂)	0.432	0.013	H ₃	Supported
Perceived Usefulness (X ₂) -> Passion for Using Digital Media (Y ₁)	0.752	0.000	H ₁	Supported
Perceived Ease of Use (X ₁) -> Intention (Y ₂)	0.320	0.046	H ₄	Supported
Perceived Ease of Use (X ₁) -> Passion for Using Digital Media (Y ₁)	0.097	0.554	H ₂	Not Supported
Passion for Using Digital Media (Y ₁) -> Intention (Y ₂)	0.149	0.525	H ₅	Not Supported

Source: own elaboration

The first hypothesis is that the influence of perceived ease of use on intention to use digital media is significant (B = 0.320; p-value = 0.046 < 0.05). H₃ is the influence of perceived usefulness (X₂) on SMEs' passion for using digital media (Y₁), which is proven to be significant (Beta = 0.432; p-value = 0.013 < 0.05). Finally, when it comes to H₄ the influence of perceived usefulness (X₂) on intention to use digital media (Y₂) is proven to be significant (Beta = 0.320; p-value = 0.046 < 0.05). Figure 2 shows that all dimen-

sions significantly form the passion variable with a significant level of p-value < 0.000.

Conclusions

Economic stagnation due to the COVID-19 pandemic has caused frustration among SMEs. Unable to have direct contact with customers, SMEs must find a way to establish indirect contact. Digital media is one such solution. Therefore, the government's policy to encourage SMEs' passion for utilising

digital media brings attention. However, not all Bali Bangkit SMEs can and do use digital media fluently. Most SME (32.6%) owners are 40-50 years old, and 27.9% are over 50. Their average educational level is a bachelor's degree (above 58%), which is no guarantee of technological mastery. This is evidenced by their digital media experience, which averaged under three years in 2021.

One of the elements of the TAM, perceived usefulness, has proven to be the antecedent of passion as SMEs realise that digital media has usefulness, intelligence, value, and significance as an essential solution to support marketing activities during the COVID pandemic. The element of ease of use is not a driver of passion. The age and education of SME owners form a realistic way of thinking, considering digital media usefulness over the ease of use as a driving factor for passion. Age does affect the adoption of innovation. The younger age group will consider innovation more strategically than the older age group (ElKhouly and Marwan, 2015).

These findings contribute to the literature, namely by strengthening one of the seven core elements of passion developed by Vallerand (2015), which relates to adaptive or maladaptive outcomes. Evidence that can be conveyed from this research is that the nature of passion is highly prominent in the form of perceived outcomes such as the benefit, usefulness, pleasure, and enjoyment obtained or felt by SMEs, not the ease of using digital media. SMEs will feel passionate if digital media can prove the actual effect of its usefulness to provide results in overcoming the sluggish business conditions impacted by COVID-19. This study supports the findings of previous studies on the direct impact of perceived usefulness on intention (Shih and Chen, 2013; Park, 2013; Karjaluoto et al., 2014; Khan and Qutab, 2016; Mohamed et al., 2018; Michels et al., 2019; Chen, 2019; Foroughi et al., 2019), and the impact of perceived ease of use on intention (Khan and Qutab, 2016; Mohamed et al., 2018; Michels et al., 2019; Chen, 2019), but failed to prove the significant impact of passion on forming an intention.

Policies to stimulate SMEs' enthusiasm for using technology in various countries are very important, so as to emphasise the usefulness of the benefits obtained. Efforts to strengthen passion require objective evidence that digital media has benefits and solutions for better marketing activities. The limitation of this research is that it uses a limited number of SME samples. A larger sample of SMEs is recommended for further research. Another suggestion for future research is to consider attitude as a mediating variable in the relationship between passion and intention. Research has proven that passion can form attitude in an entrepreneurial context (Akuraun et al., 2021), while the direct influence of attitude on intention has been found in various studies (Foroughi et al., 2019).

Another suggestion as to how to overcome the gap in the influence of passion on intention is to adopt satisfaction as a mediating variable. The influence of passion on satisfaction in consumer behaviour has rarely received attention. Most research which has been conducted on human resource management has found that passion drives satisfaction (Pathak and Srivastava, 2020). Although there is a gap in proving that basic psychological needs for satisfaction form passion in the social context of intimate relationships (Irsa and Najma, 2019; Valdez et al., 2021), some studies have found that the basic psychological need for satisfaction forms passion (Orsini et al., 2019). Another important reason to adopt satisfaction as a mediating variable in the passion-intention relationship is that satisfaction has been proven to form intention in various marketing studies (Shahzadi et al., 2018; McCole et al., 2019; Foroughi et al., 2019).

Acknowledgement

The researcher would like to thank Universitas Mahasaraswati Denpasar-Bali Indonesia for grant funding through research contract No. K.080/B.01.01/LPPM-UNMAS/V/2021

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Appendix

