

## **DEVELOPING AN INTERACTIVE LANDING PAGE TO INCREASE CONSUMER BUYING INTEREST IN VARIOUS FLAVORED RICE BALL PRODUCTS**

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### **Abstract**

The development of digital technology has changed people's consumption patterns, including in making decisions to purchase fast food. This study aims to analyze how the development of interactive landing pages can increase consumer interest in buying rice balls with various flavors. Using quantitative research methods and experimental design approaches, two versions of the landing page were tested: static and interactive. The results show that interactive elements such as product animation, real-time testimonials, and quick ordering features can increase user engagement and influence purchase intentions. This study provides an important contribution to the digital marketing strategy of culinary MSMEs based on websites.

**Keywords:** *Landing Page, Interactivity, Purchase Interest, Digital Marketing, Rice Balls, UX Design.*

### **INTRODUCTION**

Digital transformation in marketing has opened up various opportunities for micro, small, and medium enterprises (MSMEs), including in the culinary sector. Various flavors of rice balls are one of the innovative food products that are now starting to be in demand because of their practicality. In the context of tight competition in the culinary business, the use of technology to attract consumers is crucial. One strategy that can be used is the development of an interactive landing page that can direct consumers to make purchases. According to Chaffey and Ellis-Chadwick (2019), a landing page is the first page that consumers see when accessing a site and plays a major role in influencing purchasing decisions. A study by Nielsen Norman Group (2020) stated that user engagement increases significantly on sites that provide interactive elements. Elements such as dynamic visuals, clear call-to-action buttons, and product personalization can attract users' attention longer. In the context of various flavored rice ball products, this approach is relevant because the targeted market segment generally comes from young people who are familiar with digital interactions. This study aims to evaluate the effectiveness of interactive landing pages in increasing purchasing interest through an experimental study.

The main problem to be answered is to what extent the interactivity of the landing page influences the increase in consumer buying interest. To answer this, two versions of the site were designed: a static version and an interactive version, which were then tested on selected respondents. The variables analyzed included visit duration, clicks on the buy button, and conversion rate. In addition, a user satisfaction survey was conducted after interaction with each version. This study also examines design factors that contribute to overall landing page performance. This study is important to provide a strategic foundation for local culinary entrepreneurs in optimizing their digital presence. In the context of MSMEs that have limited promotional budgets, the use of effective landing pages can be an efficient marketing solution. This study also supports the growing literature on the relationship between interactive design and digital consumer behavior. Therefore, the contribution of this study is not only practical but also theoretical. Thus, this article will be divided into several main parts: literature review on landing pages and consumer behavior, research methodology, data analysis results, discussion, and conclusions. Each part is structured based on a scientific approach and refers to reliable and current sources. The references used refer to the APA 7th edition style. It is hoped that the findings in this study can be used as a reference for developing better digital strategies in the future.

## LITERATURE REVIEW

Landing page is defined as a web page specifically designed for marketing purposes, aimed at directing visitors to take a specific action, such as a purchase or registration (Yalçın & Köse, 2010). In the context of digital marketing, landing pages are an important tool for conversion because they act as the starting point for interaction between users and brands. According to Patel (2021), visual design, loading speed, and clarity of information are important factors that influence the effectiveness of a landing page. In an effort to increase conversions, the presence of interactive elements is also increasingly emphasized. Elements such as product videos, responsive animations, and chatbots are common features used to enhance the user experience. A study by Thorlacius (2007) shows that visual aesthetics play a major role in creating a user's first perception of a site. Users tend to judge the credibility of a product based on the appearance of the website they access. On the other hand, research by Djamasbi et al. (2010) confirms that millennials and Gen Z prefer dynamic and interactive website displays. Therefore, when the target market for various flavors of rice balls is young consumers, the integration of interactive design becomes very strategic. Elements such as flavor sliders, user testimonials in the form of short videos, and social media integration will increase the sense of connection with the product.

Purchase intention is defined as an individual's desire to buy a product after going through a process of considering information obtained from various sources (Kotler & Keller, 2016). Factors that influence purchase intention include perceptions of quality, utility, brand trust, and consumer interaction experiences with the product's digital channels. Research by Zhang et al. (2020) revealed that a positive digital experience can increase consumer perceptions of product quality, which ultimately drives purchase intention. Therefore, interactive landing pages have the potential to be the main driver in shaping this experience. Interactivity itself is understood as the level at which users can manipulate the form and content of a media in real-time (Liu & Shrum, 2002). In the context of the web, interactivity can be in the form of drag-and-drop features, short quizzes, to automatic recommendation systems. Research from Sundar et al. (2015) emphasizes that the higher the level of interactivity, the greater the opportunity for users to feel emotionally involved with the media content. This emotional involvement is important in creating a bond between users and brands, which can lead to purchasing decisions.

The implementation of UI/UX technology also plays an important role in the effectiveness of a landing page. According to Krug (2014), the main principle of good web design is "don't make the user think too hard". This means that all elements must be intuitive and guide the user to the desired action without obstacles. In this context, the placement of the buy button, the use of contrasting colors, and the arrangement of information are the keys to success. Research by Budiarsa and Ariani (2022) on culinary MSMEs in Bali shows that implementing simple UX principles can increase conversions by up to 35% within three months. The conclusion of this literature review confirms that the development of interactive landing pages is not just a trend, but a strategic need in today's digital marketing. A well-designed interactive experience can build trust, increase product appeal, and ultimately drive consumers to purchase. Therefore, this study will examine the extent to which these effects apply to various flavors of rice balls as a case study.

## METHOD

This study uses an experimental quantitative approach with the aim of measuring the effect of interactive landing pages on consumer purchasing interest in various flavors of rice ball products. The experimental design used is a between-subjects design, where respondents are divided into two groups, each accessing one of two different versions of the landing page: a static version and an interactive version. The static version only presents plain text and image information, while the interactive version displays features such as product animations, video testimonials, an automatic price calculator, and an instant buy button. Each respondent interacts for 3 minutes on each page and then fills out a questionnaire. The data collected were analyzed using descriptive and inferential statistical methods.

The population in this study were fast food consumers aged 18–35 years and domiciled in urban areas of Indonesia, especially Jakarta, Bandung, and Surabaya. The sampling technique used was purposive sampling with the following criteria: active internet users, having purchased food online, and understanding how to use web pages. The total number of respondents was 120 people, with an even distribution of 60 people per group. This sample is considered representative enough to assess the impact of independent variables on dependent variables in a small-scale experiment (Creswell & Creswell, 2018). All participants provided digital informed consent before participating in the experimental session.

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The independent variable in this study is the type of landing page (static and interactive), while the dependent variable is consumer purchase intention, which is measured using a 5-point Likert scale instrument. The questionnaire items refer to the constructs developed by Putrevu and Lord (1994), including perceived usefulness, visual appeal, navigation convenience, and purchase intention. The validity and reliability of the instrument were first tested through a trial on 20 different respondents. The test results showed a Cronbach's Alpha value of 0.87, which indicates a high level of reliability (Gliem & Gliem, 2003). All questionnaire data were collected using Google Form and stored anonymously.

To measure the effectiveness of the landing page, user behavior analysis was also conducted by recording activities on the site (with explicit permission), such as the number of clicks, duration of interaction, and conversion to the booking page. The use of a heatmap tool (Hotjar) helped researchers identify which parts of the page attracted the most attention. The quantitative data was used as secondary data to strengthen the findings of the survey. This data triangulation approach was carried out to increase the external validity of the study. The inferential statistical methods used were independent t-test and simple linear regression analysis using SPSS version 26.

Hypothesis testing was conducted to determine whether there was a significant difference between the two types of landing pages on the level of consumer purchase interest. The null hypothesis (H0) states that there is no significant difference, while the alternative hypothesis (H1) states that there is a significant difference. The level of significance used is 0.05, which is a common standard in social research. If the p-value <0.05, then H0 is rejected and H1 is accepted, which means that interactive landing pages have been proven to have an effect on increasing purchase interest. All data analysis was conducted quantitatively, without researcher intervention on respondent perceptions.

This study has limitations, including the limited time for user interaction with the landing page which is only 3 minutes, and the location of the experiment which is conducted online and not in real purchasing conditions. Nevertheless, the results of this experiment remain relevant in describing consumer preferences in the context of a short but dense digital experience. Another limitation is that longitudinal testing has not been used to observe the long-term effects of exposure to the landing page on purchasing behavior. Further research can overcome these limitations by conducting periodic observations and combining qualitative analysis techniques to deepen understanding.

With the methodological approach as explained above, this study is expected to produce valid, reliable, and relevant findings in the context of developing a landing page-based digital marketing strategy. In addition to providing an empirical picture of the effectiveness of interactive elements, the results of this study are also expected to be used as a basis for decision making by culinary MSMEs in developing their digital infrastructure.

## RESULTS AND DISCUSSION

Table 1. Average Purchase Interest Score Based on Landing Page Type

Landing Page Types	N	Purchase Interest Score (Mean)	Standard Deviation (SD)
Static	60	3.21	0.74
Interactive	60	4.12	0.68

Data processing source (2025)

Data analysis was conducted on two groups of respondents who each accessed the static and interactive versions of the landing page of various flavors of rice ball products. The data obtained from the questionnaire were compiled and analyzed using SPSS software version 26. Based on the results of the independent t-test, the average value of purchase interest in the static landing page user group was 3.21 (SD = 0.74), while in the interactive landing page group it was 4.12 (SD = 0.68). The p-value of 0.000 <0.05 indicates a significant difference between the two groups. These results prove that interactive features statistically have an effect on increasing consumer purchase interest.

Table 2. Average Duration of Interaction on Landing Page

Landing Page Types	Average Duration of Interaction
Static	1 minute 41 seconds
Interactive	2 minutes 37 seconds

In addition to the questionnaire analysis, secondary data in the form of user activity recordings on the landing page showed that the average visit duration for the interactive version was 2 minutes 37 seconds, compared to only 1 minute 41 seconds on the static version. The most frequently accessed features on the interactive landing

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page were “Video Testimonial” (41% of clicks) and “Taste Simulation” (33% of clicks), based on heatmap data from Hotjar. This is in line with the findings of Sundar et al. (2015), which stated that interactive elements can create higher emotional involvement of users, thus impacting purchase intention. The duration and intensity of interaction can be important indicators in measuring the effectiveness of website design.

In the context of culinary marketing, these results reinforce the findings of Zhang et al. (2020) which states that an engaging digital experience can improve the perception of product quality. In follow-up interviews with some respondents, 68% stated that interactivity made them feel “closer” and “interested” in the rice ball product. They called the “Try the Taste Virtually” feature a fun and informative innovation. Respondents also tended to trust the product more after seeing testimonials from other customers in the form of videos. This shows the importance of credibility elements and user-generated content in landing page design.

However, not all interactive elements received a positive response. Some respondents (15%) complained that product animations took too long to load, especially on slow internet connections. This confirms that access speed remains an important variable in user experience, as explained by Google UX Research (2021) that 53% of mobile users leave a site if the loading time is more than three seconds. Therefore, technical optimization must be an integral part of the landing page design process. Technical aspects should not be neglected in an effort to improve visual aesthetics or interactivity.

Table 3. Results of Independent t-Test of Consumer Purchase Interest

Independent Variable (X)	Dependent Variable (Y)	Coefficient $\beta$	R <sup>2</sup>	Sig. (p-value)
Landing Page Interactivity	Consumer Purchase Interest	0.61	0.38	0

Data processing source (2025)

Simple linear regression analysis shows that landing page interactivity has a significant positive effect on purchase intention with a regression coefficient of  $\beta = 0.61$  and  $R^2 = 0.38$  ( $p < 0.001$ ). This means that 38% of the variation in purchase intention can be explained by the level of interactivity on the landing page. This percentage is considered high in digital consumer behavior studies, where many other external factors also influence. This finding is in line with the Technology Acceptance Model (TAM) developed by Davis (1989), which states that perceived usefulness and ease of use significantly influence technology adoption intentions, including in the context of e-commerce.

Table 4. Comparison of Purchase Interest Based on Gender

Gender	Mean Purchase Interest Score	SD	Sig. (p-value)
Man	4.05	0.71	0.08 (not significant)
Woman	4.19	0.65	

Data processing source (2025)

Furthermore, from the cross-tabulation analysis based on demographics, it was found that the 18–25 age group showed the highest increase in purchase interest when accessing interactive landing pages compared to other age groups. This is consistent with the characteristics of the digital native generation who prefer visual experiences and direct involvement (Djamasbi et al., 2010). In addition, the female respondent group had a slightly higher average purchase interest score (4.19) than the male (4.05), although this difference was not statistically significant ( $p = 0.08$ ). This data can be the basis for market segmentation in digital-based rice ball product marketing strategies.

Overall, this discussion confirms that developing an interactive landing page can be an effective strategy in increasing consumer purchasing interest, especially for snack products such as rice balls. Attractive design elements, relevant interactive features, and the delivery of convincing testimonials have been proven to have a positive impact on consumer perception and behavior. However, interactive design must still consider technical aspects and accessibility, so that it can be enjoyed by various consumer segments. This research provides an important contribution for MSMEs who want to maximize sales potential through digital channels with a data-based approach.

## CONCLUSION

This study aims to test the effect of developing an interactive landing page on increasing consumer purchase interest in various flavored rice ball products. The results of the analysis show that the version of the landing page that has interactive elements such as taste simulation, video testimonials, and quick order buttons significantly

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increases purchase interest compared to the static version. The average purchase interest score is higher in the group that interacts with the interactive landing page, accompanied by a longer visit duration and more click interactions. This indicates that interactive elements not only provide aesthetic value, but also have a direct impact on consumer perceptions and purchasing decisions. These findings are in line with the theory of media interactivity and established technology adoption models.

Statistically, landing page interactivity accounts for 38% of the variation in consumer purchase intention based on linear regression analysis. This percentage is significant enough to show that digital experiences have a major contribution to sales conversion, especially in the context of snack marketing. Data from user activity recording also supports this finding, where certain interactive features drive higher click-through rates and engagement. The fact that the 18–25 age group responds more positively to interactive landing pages is an important consideration in market segmentation strategies. This shows that the younger generation is an ideal target for a dynamic, engagement-focused digital marketing approach.

However, some limitations still need to be considered. One is the relatively short user interaction time in the experimental scenario, which may not fully reflect behavior in real purchasing situations. In addition, complaints about page load times on slow connections serve as a reminder that interactivity must be balanced with technical efficiency. Too many interactive elements can degrade the user experience and actually lead to high bounce rates. Therefore, technical aspects such as access speed and responsive design should be a priority in web development, as recommended by Google's best UX practices (2021).

Based on the results of this study, it is recommended that culinary MSMEs such as producers of various flavored rice balls adopt an interactive landing page strategy to strengthen their digital presence. Suggested elements include customer testimonials in video format, taste simulations based on consumer preferences, and easily accessible ordering buttons. The design must be responsive to mobile devices and optimized for fast loading times. In addition, it is recommended that business actors utilize analytical tools such as heatmaps or Google Analytics to continuously monitor user behavior and adjust interactive elements based on data obtained in real time.

For further research, it is recommended that longitudinal experiments be conducted to observe the long-term effects of digital interactions on consumer behavior. In-depth qualitative research can also be conducted to explore the perceptions and motivations behind purchasing decisions after interacting with a landing page. In addition, testing various interactive styles—such as gamification or augmented reality (AR) integration—can open up new opportunities to improve user experience. With a more diverse approach, it is hoped that MSME digital marketing strategies can continue to innovate and compete effectively in an increasingly competitive market.

In closing, it can be concluded that interactive landing pages have great potential in increasing consumer purchasing interest, especially among young people and active internet users. The use of the right interactive elements, combined with optimal technical performance, can create a satisfying user experience and lead to increased sales conversions. Therefore, this approach is worthy of being widely adopted by digital culinary business actors, not only as a promotional tool, but also as a primary channel in forming relationships with consumers directly and sustainably.

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