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Applying Flow Theory to Optimize Interactive Websites: Its Impact on User Experience, Emotional Fulfillment, And Behavioral Intentions

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Abstract

The digital era has driven increased website usage to support business performance. Interactive websites, unlike traditional websites that provide one-way information, serve as a means of information, advertisement, education, and even entertainment, and have become one way to improve business. Unfortunately, many businesses have not yet fully utilized interactive websites optimally. Flow Theory is an underlying theory that enables further investigation into the factors that influence users' successful adoption of interactive websites. Flow Theory, widely applied in the context of human and computer interaction, can explain the factors and situations of humans when acting consciously when adopting technology. Using an initial interview method before creating a website prototype, followed by a quantitative study to confirm and understand the situation in the broader population, this study attempts to analyze how user affective factors when adopting an interactive website affect post-use cognitive and attitudes. The results reveal that perceived acceptance and usability significantly influence emotional fulfillment and intention to exercise. Input from users during the initial interviews provides practical input for website providers' understanding of the factors and features that play a significant role in user acceptance.

Keywords: interactive website, flow theory, acceptance, usability, cognitive response, behavioral response