

Unveiling The Contingent Role of Hedonic Value in Predicting The Purchase Intention E-commerce Shopping

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ABSTRACT

This research was conducted to determine the impact of utilitarian value and effort expectancy towards purchase intention. In addition, our study also examined how hedonic value moderates the correlation between utilitarian value and purchase intention. This research was a quantitative approach using 150 respondents of Shopee's users. For outer and inner models were analyzed by SEM analysis using the application of Smart-PLS 4th version. Our first finding reveals that utilitarian value significantly influences purchase intention. Then, effort expectancy also has a significant direct influence on purchase intention. The hedonic value couldn't moderate the correlation between utilitarian value and purchase intention. As a novelty, the researcher used hedonic value as an alternative moderating variable different from previous studies. These results also fulfilled the research gap between effort expectancy and purchase intention in Indonesia's marketplace context. From the result, the researcher advised that Shopee Corporation, one of Indonesia's marketplace providers, could improve their application, especially in ease of usage and providing more benefits to all online users. Public trust could be quickly gained if the corporate maximized this variable in terms of the marketplace in the digital era.

Keywords: *Utilitarian value, Effort expectancy, Hedonic value, Purchase intention*

ABSTRAK

Dalam penelitian ini akan dianalisis sejauh mana pengaruh hubungan kausalitas antara *utilitarian value* dan *effort expectancy* pada *purchase intention*. Dalam penelitian ini juga dianalisis kemampuan variabel *hedonic value* dalam memoderasi hubungan antara *utilitarian value* terhadap *purchase intention*. Merupakan penelitian kuantitatif dengan menggunakan 150 responden pengguna aplikasi marketplace Shopee. Untuk menguji outer dan inner model digunakan analisis SEM berbasis SmartPLS versi 4. Temuan studi menunjukkan bahwa *utilitarian value* secara positif berpengaruh pada *purchase intention*. Kedua, hasil menunjukkan bahwa variabel *effort expectancy* berpengaruh pada *purchase intention*. Variabel *hedonic value* tidak mampu memoderasi hubungan antara *utilitarian value* dan *purchase intention*. Sebagai kebaruan, peneliti menggunakan *hedonic value* sebagai variabel moderasi alternatif yang berbeda dengan penelitian sebelumnya. Hasil ini juga memenuhi celah penelitian antara *effort expectancy* dan *purchase intention* dalam konteks marketplace di Indonesia. Dari hasil tersebut, peneliti memberikan saran agar Shopee sebagai salah satu penyedia marketplace di Indonesia dapat meningkatkan kemudahan penggunaan aplikasi terutama dan juga memberikan berbagai manfaat bagi semua pengguna. Kepercayaan publik dapat dengan mudah diperoleh jika korporasi memaksimalkan variabel ini di era persaingan digital marketplace.

Kata Kunci: *Utilitarian value, Effort Expectancy, Hedonic value, Purchase intention*

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1. INTRODUCTION

Of the countries with the largest ranking of internet usage, Indonesia is in the sixth position in the world. We Are Social foundation released a report that postulates that Indonesia nowadays had more than 200 million internet users from January 2022, with a 70% higher penetration rate than the total population (Annur, 2022). This phenomenon has also arisen due to the high increase in internet usage in each province. According to the survey conducted by the Indonesian Internet Service Providers Association (2022), Java Island occupies the most significant number of internet users, which is 60% of the total population of Indonesia in 2022.

Increasing phases in internet users also impact Indonesian behaviour toward online shopping consumption. Indonesia's government recorded that the value of economic transactions in e-commerce from the first quarter of 2022 had reached more than 100 trillion Rupiah. This achievement was a growth compared to last year's period (Liputan6, 2022). According to the Indonesian Association of Internet Service Providers, 36.5% have never shopped online. They use the Internet only to view and search for information about products and services, not to make purchases (Arruda Filho *et al.*, 2020). This situation will limit the development of e-commerce the government aims for. However, research examining the main factors influencing online shopping intentions and profiles of Indonesian e-shoppers still needs to be completed (Primabudi and Samopa, 2017).

E-commerce marketers must be aware of the factors influencing consumer purchasing decisions, such as hedonic and utilitarian value (Evelina *et al.*, 2020). Utilitarian value is becoming an essential factor in evaluating customer behavior in e-commerce. (Gan and Wang, 2017). Customers who base their purchase decisions on utilitarian value will evaluate the product more objectively (Kesari and Atulkar, 2016). The higher value of the product, the more benefits will be perceived. Hedonic value is an important element when analyzing consumer behavior in e-commerce (Avcilar and Ozsoy, 2015). Hedonic value is a value customers see as based on pleasurable experiences (Evelina *et al.* 2020). Compared to utilitarian value, hedonic value is more personal and subjective. The more benefits are recognized, the higher the product's worth is

based on a pleasant experience (Gan and Wang, 2017).

In terms of online shopping, the efforts expectancy of applications plays an essential role in strengthening interest in buying products (Tarhini *et al.*, 2018). A possible application can encourage consumers to easily and quickly compare the benefits of various products, both from a hedonic and utility perspective (An *et al.*, 2016). User-friendly technology may be readily accepted and adopted by users since most users favor technology that provides them with flexibility, utility, and ease of use (Catherine *et al.*, 2017).

From the past decades, the interaction between utilitarian value, effort expectancy and purchase intention has been a concern for researchers regarding strategic marketing in the marketplace. In their publication, Chatterjee *et al.* (2019) show that in terms of AirBNB in India, effort expectancy made a significant value to form purchase intention. In line, Dewi *et al.* (2020) also postulate that in Indonesian buyers, purchase intention will be triggered by the effort expectancy factor from the customer. In contrast, previous research by Sharifi Fard *et al.* (2016) postulates that in the context of Malaysian University students that buy a product from social networking sites, effort expectancy negatively impacts purchase intention. This research's inconsistency made the present studies essential to implement.

A hedonic orientation factor in the context of online shopping represents a motivation that can encourage the formation of consumption. The hedonic aspect can strengthen consumer expectations in avoiding mistakes in purchasing function-based products (Arruda Filho *et al.*, 2020). So, we use hedonic value in this research applied as a moderating variable to enhance the influence between utilitarian value and purchase intention

This research generated several contributions. The research aims to determine how significant utilitarian value and effort expectancy impact purchase intention. Second, how strong hedonic value to moderate utilitarian value toward purchase intention could improve the sales volume of online shopping in the Shopee marketplace. Second, this research was able to fulfill the gap from previous research regard to the relationship between effort expectancy and purchase intention. Third, this research provides a novelty by using hedonic value as a moderating variable between

utilitarian value and purchase intention. From this model, researchers hope this research could be used as a reference for marketplace companies to make innovations and find new strategies to gain public trust as reliable e-commerce to fulfil customer needs in the online marketplace era.

2. LITERATURE REVIEW

Based on a review of the extant literature, Venkatesh *et al.* (2003) developed UTAUT as a comprehensive synthesis of prior technology acceptance research. UTAUT has four key constructs (i.e., performance expectancy, effort expectancy, social influence, and facilitating conditions) that influence behavioral intention to use a technology and or technology use. We adapt these constructs and definitions from UTAUT to consumer technology acceptance and use. At the same time, the UTAUT2 model adds three additional variables, hedonic motivation, price values, and habits.

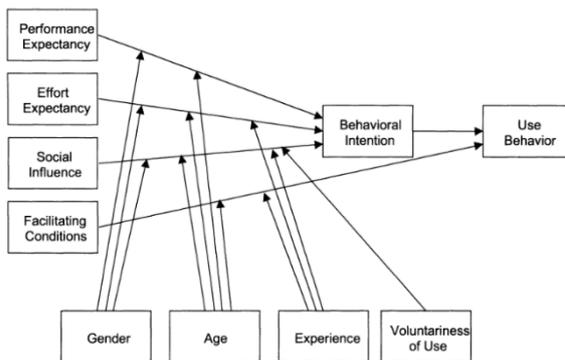


Figure 1 Research Model UTAUT 2

Source: (Venkatesh *et al.*, 2003)

Based on Figure 1 above, Venkatesh *et al.* (2003) argue that four constructs, performance expectancy, effort expectancy, social influence, and facilitating conditions are the direct determinants of behavioral intentions and user acceptance. Venkatesh *et al.* (2012) theorized and tested a model of UTAUT that explains 70% of behavioral intention. Venkatesh *et al.* (2012) also add that intrinsic (hedonic) motivations are important predictors of consumer behavior according to motivation theory. Khalilzadeh (2017) denotes that, compared to other consumer behavior determinants, mobile shopping services' hedonic motivations or entertainment aspects are the most critical driver of consumer intentions. Similar to predecessor models,

behavioral intention is one of the primary dependent variables of the UTAUT model, and it is defined as the degree to which a person formulates a mindful plan to perform specific future behavior (Khalilzadeh *et al.*, 2017)

a. Purchase intention

Purchase intention is the component of consumer cognitive behavior, which describes a specific intention to buy a particular product (Dabrynin and Zhang, 2019). Markarian (2013) argues that online purchase intent is the customer's willingness to buy on his platform online. Purchase intention is the encouragement and desire to acquire items that meet their needs.

b. Effort Expectancy

The level of comfort with which people use technology is known as effort expectation (Venkatesh *et al.*, 2012). An attempt by Sharifi fard (2016) defines Expectancy as the degree of wealth connected to online buying services through SNSs. Young consumers' immediate use of SNSs was anticipated to be significantly influenced by effort expectations. The comfort with which a person uses digital technology, such as online shopping apps, can be determined to be their effort expectancy. It can be inferred that effort expectancy is the degree of comfort a person experiences when utilizing digital technology, such as online buying application.

c. Hedonic Value

According to Aji (2019, p. 264), "Hedonic values include emotional arousal and include feelings such as joy, jealousy, fear, and anger." One of the key elements influencing consumer perceptions toward brands is hedonic value. Hedonic consumers are predisposed and look for online stores, e-commerce, websites, and any platform that provides security, interaction, privacy, and other control measures and an intrinsic and engaging internet-based transaction experience (Gunawan and Sondakh, 2020). It can be concluded that hedonic value is a feeling of pleasure and joy felt by someone in shopping to meet their needs and is an emotional entertainment to relieve stress and seek pleasure.

d. Relationship between Utilitarian on Purchase Intention

Utilitarian value refers to the functional and instrumental benefits of using a social commerce website, such as ease of use and cost

savings, focus on user perceptions of value and performance (Hsu and Lin, 2016). Users are more likely to have positive feelings about social commerce sites and are more likely to purchase from them when they see them in action. The ability to quickly and easily identify favorite items or the perception that things are good value for money. (Gan and Wang, 2017). Several studies conducted by Arruda Filho *et al.* (2020), Ho *et al.* (2020), and H Chen *et al.* (2020) shows that utilitarian value has more significant impact on purchase intention. Therefore, based on the literature and previous studies, we proposed a hypothesis:

H1: Utilitarian value has a positive effect on Purchase Intention

e. Relationship between Effort Expectancy on Purchase Intention

People will purchased through online channels if it was convenient and straightforward. It is essential to highlight that online retailers in Indonesia always consider their customers' efforts by promoting and encouraging usage and improving internet connection speeds (Dewi *et al.*, 2020). Moreover, Dewi's (2020) and Chatterjee's (2019) research demonstrates that effort expectancy significantly affects purchasing intention. Therefore, based on the literature and earlier research we proposed a hypothesis as below:

H2: effort expectancy positively affects purchase intention.

f. Hedonic as a moderating relationship between utilitarian on purchase intention

Hedonic value is a worldwide assessment of experiencing advantages, whereas utilitarian value is connected to a general appraisal of functional benefits (Arruda Filho *et al.*, 2020). Users are more likely to satisfied and also have an intention to buy if they have higher perceived values such as hedonic and utilitarian values (Gan and Wang, 2017). We proposed it as a new paradigm because this study provide a new insight about how hedonic value moderate the correlation between utilitarian value and purchase intention. The reason was hedonic factors could strengthen consumer tendencies to buy utilitarian goods by incorporating positive emotional components as a motivational that lead to purchase intention. From that statement, we recommend to analyse a hypothesis as below:

H3: hedonic value could moderate the relationship between utilitarian value toward purchase intention.

RESEARCH HYPOTHESIS

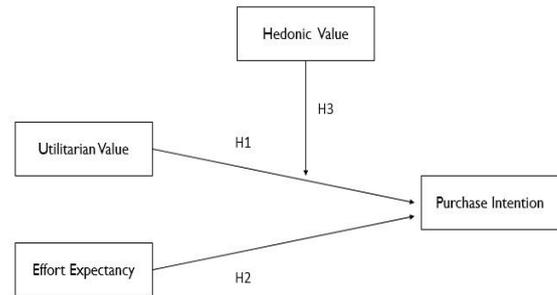


Figure 2. Research Model

3. RESEARCH METHOD

Our research approach was quantitative with a non-probability sampling method. Our respondents were users of the online marketplace Shopee, located in Malang, which made purchases at least 1x and has a minimum age of 18 years old. In addition, our sampling technique used the Roscoe theory postulated by Sekaran and Bougie (2016). This theorem shows that the number of research samples is between 30 and 500 people by multiplying the variable ten times as large as the total number of investigated variables. This theorem could be applied if the analysis was multivariate (such as correlation or multiple regressions).

The number of respondents was calculated by multiplying three variables by 30, so the sample was 150. This study used Smart PLS 4 for data analysis because the sample size was relatively small, and this is confirmed by research by Sarstedt *et al.* (2016), which demonstrates that PLS-SEM performs well when compared to other approaches in terms of statistical power and convergence when the sample size is small. In addition, Researchers subsequently distributed an online questionnaire using *Google Forms* that accessed at the link as described below:

<http://www.bit.ly/PenelitianShopee2022>. This questionnaire was disseminated by using social media Instagram's features such as stories and direct messages. In accordance, our independent variable were utilitarian value (X1) and effort expectancy (X2). The dependent variable was purchase intention (Y). The Moderating variable was the hedonic value. Additionally, we provide basic guidelines for estimating and evaluating

models as well as supporting resources for further reading. Figure 3 illustrates the precise elements that researchers must consider while using PLS-SEM, which emphasize on the model evaluation and all pertinent metrics.

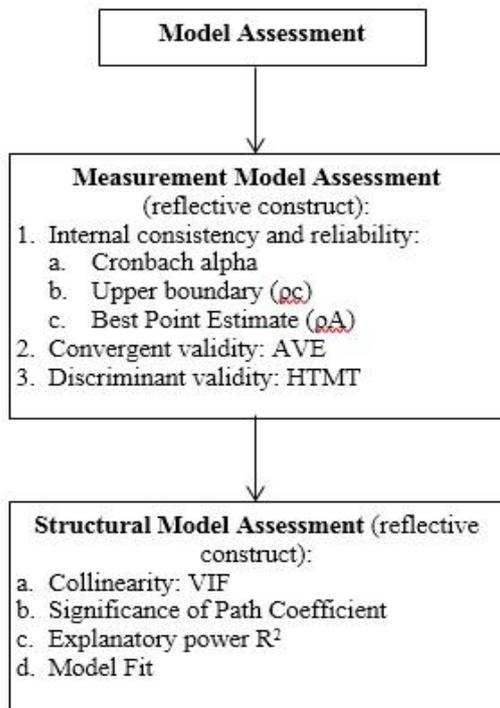


Figure 3. procedure for reporting PLS-SEM

Hence, Sarstedt (2022) on their publications postulated about the rule of thumbs of each measurement and structural assessment by using SmartPLS 4th version that could be described as follows:

Table 1
Evaluation Criteria of SmartPLS 4

Number	Testing Aspects	Criterion
Measurement model evaluation		
1	Internal consistency and reliability	Cronbach Alpha = 0,70 Composite Reliability = 0,70
2	Convergent Validity	Loading Factor = 0,5 AVE = 0,5
3	Discriminant Validity	HTMT <0.90 for conceptually similar constructs HTMT <0.85 for conceptually different constructs
Structural model evaluation		
4	Collinearity	VIF ≤3: no collinearity issues VIF 3–5: possible collinearity issues VIF ≥5: critical collinearity issues
5	Path Coefficient	T values > t table (1,97) P values < 0,005

		Standart Deviation < 0,5
6	Explanatory power	The R ² values depend on the model complexity and the phenomena under research.
7	Model Fit	SRMR = <0,80

Source: Sarstedt (2022)

4. RESULT

Sarstedt and Mooi (2019) postulated that Outliers could be used to mitigate the effect of corresponding observations. We used 150 dataset to analyze by using SmartPLS 4th version. From the first run, researcher found one outliers on dataset. These outliers was traced in the dataset, then the outliers was removed because it could affect the SmartPLS calculation results. Then, researchers re-calculates the dataset that pure from data outliers. Then, our calculation results could be presented in the following scatterplot form:

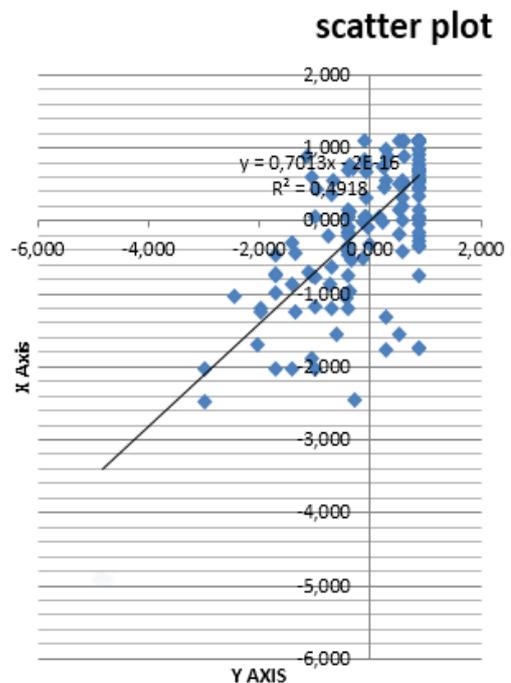


Figure 4. Scatter Plot

From this scatterplot, we recognized that 149 respondent's data were distributed normally. The total respondents that used in this study were 149 respondents.

a. Respondents' demographic characteristic

Based on primary data, researchers analysed 149 questionnaires with demographic descriptions that formed in table 2 below:

Table 2 Respondents' demographic characteristic

Description	N	%
Gender		
Men	34	22,6 %
Women	115	77,3 %
Total	149	100%
Age		
17-22	17	11,3 %
23-28	117	78,6 %
29-34	9	6 %
35-40	3	2 %
>40	3	2 %
Total	149	100%
Level of Education		
High School or equivalent	26	17,3 %
Diploma or S1	108	72,6 %
Postgraduate	15	10 %
Total	149	100%
Profession		
Student	35	23,3 %
Private employees	64	43,3 %
Government employees	10	6,6 %
Entrepreneur	23	15,3 %
Others	17	11,3 %
Total	149	100%

Source: Processed by the author (2022)

Based on table 2 above, 115 respondents were women (77,3%), and 34 (22,6%) were men. From this result, it could be concluded that three-quarter of the respondent were women. From the data, the researcher also concluded that the respondents' age majority was 23-28 years old. This age represented the category of mature and productive age so that could be used as research respondents that related to purchase intention. Most respondents also with the highest level of education (108 respondents) had a diploma or S1 degree. Furthermore, 64 (43.3%) of respondents worked as private employees.

b. Outer Model Evaluation

To evaluate the outer model in this research, we used two kinds of tests including the validity and reliability tests. For instance, validity test was measured with convergent validity. Then, reliability test was tested with Cronbach's alpha, composite reliability, and AVE. The reliability of the data was tested if the convergence validity had a loading factor value for more than 0.5; Cronbach's alpha value for more than 0.6; composite reliability > 0.7, and AVE value > 0.5 (Solimun *et al.* 2017, p. 115). The coefficient of the outer model could be seen as below:

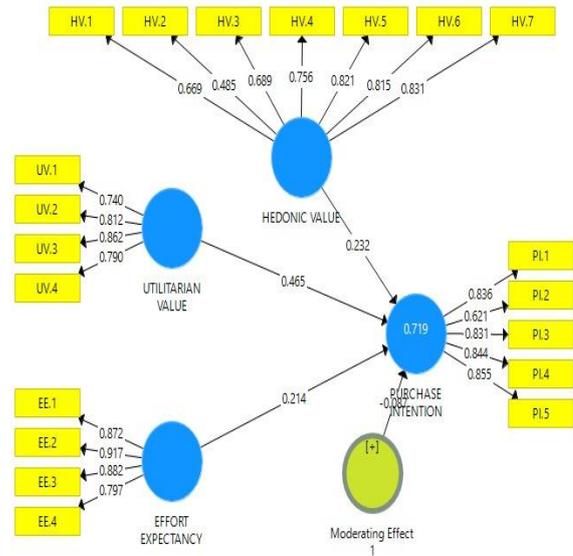


Figure 5. Path Model Using SEM-PLS

c. Convergent Validity Test

From the Smart-PLS statistics report, the loading factor's value provided information about the convergent validity. The loading factor score should be greater than 0.5, and also the value of Average Variance Extracted (AVE) should be larger than 0.05. Meanwhile, t-statistical value was higher with t- table or more than 1.97. In addition, three indicators were indicated convergent valid that could be seen in table 3 as below:

Table 3. Composite Reliability, Cronbach's Alpha, and AVE

Variable	Cronbach's Alpha	Composite reliability (rho_a)	Average Variance Extracted (AVE)
<i>Effort Expectancy</i>	0,870	0,872	0,721
<i>Hedonic Value</i>	0,842	0,866	0,520
<i>Purchase Intention</i>	0,832	0,855	0,604
<i>Utilitarian Value</i>	0,795	0,806	0,619

Source: Processed by the author (2022)

The result presented in Table 3 above shows that the value of Cronbach's alpha and composite reliability were greater than 0.7. These results indicate that all the variables were valid. In line with two previous indicators, the AVE value of the variables was met with criteria and also valid.

Table 4. Convergent Validity

Variable	Item	Loading Factor	Average Variance Extracted (AVE)	Convergent Validity
Hedonic Value	HV 1	0,656	0,520	Valid
	HV 2	0,454		Invalid
	HV 3	0,677		Valid
	HV 4	0,754		Valid
	HV 5	0,804		Valid
	HV 6	0,801		Valid
	HV 7	0,830		Valid
Utilitarian Value	UV 1	0,704	0,619	Valid
	UV 2	0,795		Valid
	UV 3	0,852		Valid
	UV 4	0,789		Valid
Effort Expectancy	EE 1	0,848	0,721	Valid
	EE 2	0,906		Valid
	EE 3	0,863		Valid
	EE 4	0,774		Valid
Purchase Intention	PI 1	0,813	0,604	Valid
	PI 2	0,567		Valid
	PI 3	0,809		Valid
	PI 4	0,820		Valid
	PI 5	0,843		Valid

Source: Processed by the author (2022)

Based on the data processing results by SmartPLS 4th version that presented in Table 4, we saw an invalid item (X.1.2) with a loading factor of 0.485. Based on the literature, these results must be re-calculated using Smart-PLS by dropping this under-valued item. The results after re-testing showed that all variable items were valid, with the value of loading factor for each item above 0.50.

d. Discriminant Validity

The heterotrait-monotrait (HTMT) ratio of correlations, proposed by Henseler *et al.* (2015), has been shown to be a reliable tools for evaluating discriminant validity as described in table 5 below:

Table 5. Discriminant Validity

	Effort Expect	Hed Val	Mod.Eff ect 1	Purchase intent	Util Val
Effort Expect					
Hedonic Value	0,580				
Moderating Effect 1	0,227	0,115			
Purchase Intention	0,745	0,721	0,228		
Utilitarian Value	0,743	0,706	0,223	0,885	

Source: Processed by the author (2022)

The fifth table above shows that the value of HTMT for each variable were stated to be valid, because the results of each variables shows value of <0.90

e. Collinearity

Table 6 VIF

	Effort expect	Hedonic value	Mod. effect 1	Purchase int	Util value
Effort Expect				1,766	
Hedonic Value				1,687	
Mod. Effect 1				1,070	
Purchase Int					
Util Value				2,022	

Source: Processed by the author (2022)

The sixth table above shows that the VIF value of each variable is ≤ 3. From that result, we concluded that there were not collinearity issues.

f. Model Fit

The Standardized Root Mean Residuals (SRMR) performance commonly encountered in applied research (Schuberth *et al.*, 2018). He stated that the value of SRMR for a perfectly fitting model was zero or nearby. In this study, we recognized that SRMR value was 0,078 it could be concluded that our model was near perfect because the findings revealed below 0.08 or near with zero. It can be shown in table 7 below:

Table 7 Standardized Root Model Residual

Model Fit	Saturated Model	Estimated Model
SRMR	0,078	0,078

Source: Processed by the author (2022)

g. R Square (R²)

R-square for the variable Perceived Benefit was obtained by 0,671, which means that 67.1% of the results of the study were influenced by the variables in the study while the rest of all (32,9%) were influenced by variables outside the study.

h. Hypothesis Testing Result

Table 8. Hypothesis Testing Result

	Variable	Path Co	SD	t Stats	t table	Info
H1	Utilitarian value -> Purchase Intention	0,480	0,082	5,826	1,97	Significant
H2	Effort Expectancy -> Purchase Intention	0,208	0,070	2,965	1,97	Significant
H3	Hedonic value x Utilitarian Value -> Purchase Intention	-0,058	0,048	1,200	1,97	Insignificant

Source: Processed by the author (2022)

The eight table above shows that the path coefficient value for H1 is 0,480, and the t-statistic value is $5.826 > 1,97$. The t-statistic value is higher than the t-table. It could be interpreted that utilitarian value positively and significantly affects purchase intention. Moreover, H1 is accepted. The path coefficient value for H2 is 0,208 and has a t-statistic value of $2,965 > 1,97$. The t-statistic value is greater than the t table. It shows that effort expectancy positively and significantly affected purchase intention. Afterwards, H2 can be accepted. In addition, the path coefficient value of the third hypothesis was -0.058 and a t-statistic of 1,200. It can be interpreted hedonic value can't moderate the influence of utilitarian value toward purchase intention. Moreover, H3 is rejected.

5. DISCUSSION

a. The Effect of Utilitarian Value on Purchase Intention

According to the outcomes of inferential statistical processing performed using the SmartPLS program, it is known that the utilitarian value component can affect how the Shopee marketplace application forms the context for online customer purchase intention. When respondents give opinions about the shopping process, they prioritize motive needs and pay attention to product specifications. Product availability in one place, the potential for the formation of purchase interest will increase. Purchase interest in consumers will be high when there is a process of matching identification between needs and reality that occurs in the shopping process, both direct and

online shopping.

The findings of this study are unquestionably in line with those of Chang and Tseng (2013), who found that in the context of websites for Chinese companies offering online purchasing services, it can be seen whether the suitability between the quality and price of the goods presented on websites and consumer expectations can motivate the formation of purchase intention.

When consumers use utilitarian values as a motivation for purchasing goods, they can benefit from a variety of advantages, including the ability to buy goods at a minimum price range and save consumers time, according to studies by Jang and Shin (2016) These results are also consistent with that finding. Due to these two advantages, customers in South Korea are more likely to use location-based services (LBS) as a tool to help them with their online shopping and direct them toward making purchases.

Furthermore, the results are consistent with those of Chen *et al.* (2020), who found that when online food purchases are based on utilitarian principles like practicality, ease of use, and ease of payment, it may encourage customers to make a purchase. This is particularly true when those online food purchases are made through applications used by Chinese online food providers.

In addition to mention the similarities between the results and empirical investigations, the occupation of the respondent is one of the additional elements that can help the hypothesis be accepted. The majority of respondents have jobs identical to private employees with a fixed amount of income. This certainly can strengthen the motive for purchasing goods/services, especially in the context of the Shopee online marketplace, where respondents who have an excellent financial level will tend to have a strong preference for product quality so that it can strengthen the emergence of purchase intention.

b. The Effect of Effort Expectancy on Purchase Intention

According to the outcomes of inferential statistical processing using the SmartPLS program, it is known that intrinsic elements like effort expectancy can affect how the Shopee marketplace application forms buy intention among online consumers. When respondents can learn and are skilled in operating online

marketplace applications, there is a strong propensity to develop product purchasing interest. In this situation, respondents who are interested in making purchases using online applications frequently show a lot of interest in learning how to choose products and complete online purchase transactions.

The results of these findings are in line with research from Dewi *et al.* (2020) showed that when an online marketplace application's interface is easy to use and understand, there may be more opportunities for consumers to get interested in making purchases soon, according to the context of online shoppers in Java, Indonesia. In addition, the results of this study support the findings of Chatterjee *et al.* (2019), which demonstrate that when consumers in India find it simple to use the AirBnB ordering application, there is a strong likelihood that attitudes would manifest as interest in AirBNB.

Sharifi Fard *et al.* (2016) found that effort expectations did not affect product purchase intentions when SNS applications were used in Malaysia. This study, however, does not support that finding. This result could be happened because the analysis unit's was millennial age respondents. This characteristic also adequate with levels of digital literacy. Therefore, people understanding for purchasing product by using applications like SNS takes little effort. Meanwhile, the Shopee application was a global application that could be accessed by people from different countries, not just in certain regions. Shopee offers a wide range of products from other countries with the lowest to highest price ranges. To get more product with certain characteristics that suitable with respondent's need, the customers must exert some extra effort such as making sortation about the product quality, vendors, range of prices and promo.

In addition to the congruence between the results and empirical investigations, other elements, such as the respondent's educational backgrounds, contribute to the validity of this hypothesis. The majority of respondents in this study have a bachelor's degree, which means that the majority of respondents have basic skills in digital literacy, especially related to online shopping, such as using the Shopee marketplace application. Qualified digital literacy capabilities can bring consumers in trying to understand to operate online marketplace applications (effort expectancy) so that it affects the development of purchasing intention.

c. Effect of Hedonic Value as moderating the relationship between utilitarian value and purchase intention.

The results of inferential statistical processing using the SmartPLS application show that the hedonic value factor cannot moderate the causal relationship between utilitarian value and purchase intention. This is contrary to Arruda Filho *et al.* (2020) statement that hedonic factors play an important role in encouraging consumption, especially in online shopping platforms. Hedonic aspects (positive emotional/pleasure) related to consumption through online applications can reduce anxiety about the uncertainty of product purchases and increase consumer rationality in generating purchase intention (Chiu *et al.*, 2014).

The research findings show that the coefficient value of the variable in moderating the relationship between utilitarian value and purchase intention is negative. This result can be interpreted that marketplace applications such as Shopee are not new, so they cannot generate new pleasures/positive emotions. Respondents became more rational in purchasing products through the shopee application, so the pleasure factor was not the priority factor. Purchase intention also tends towards fulfilling needs and is not driven by the satisfaction of emotional factors.

6. CONCLUSION AND RECOMMENDATION

Conclusion

The study's first aim was to investigate how utilitarian value and effort expectancy influence purchase intention in the online shopping marketplace, especially Shopee in Indonesia. Following the statistical analysis and discussions to interpret the data, researchers gave conclusions that could be determined. Utilitarian value has a positive and significant influence on purchase intention; effort expectation has a positive and significant impact on purchase intention. Hedonic value also moderated the relationship between utilitarian value and purchase intention.

These results also had several theoretical and practical contributions. In addition, utilitarian value and effort expectation could lead to shoppers' purchase intentions. Moreover, this results in line with Dewi (2020) and (2019), which show that effort expectancy significantly impacts purchase intentions. These results

contributed to online marketplaces such as Shopee, which needed to maintain their applications' performance in ease of use to gain consumer trust and customer loyalty by providing more user benefits.

Recommendation

In this research, we developed a model that used the first model of UTAUT. It is hoped that further research could measure behavioral intention by using other variables that are included in the UTAUT model, like performance expectancy, social influence and facilitating conditions, hedonic motivation, price value, and habit, so that it can make the differentiation between the other models from previous research. This research was also limited only to users of the Shopee from Malang Raya that may not represent the Indonesian people as a whole nation. It was hoped that further research could spread to other samples with different sampling methods so that the population of Indonesia could be represented with an equal stratification.

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