

Impact Of Utilitarian Value And Hedonic Value And Social Influence On Behavioral Intention Through Customer Satisfaction In Hypermart Consumers

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Abstract: This study aims to analyze the impact of utilitarian values, hedonic values and social influence on interest in behaving through customer satisfaction at Hypermart consumers. This paper used Structural Equation Modeling (SEM) with 150 participants were domicile in Samarinda City, Indonesia. Based on structural models we found utilitarian value, hedonic value and social influence have significant impact on customer satisfaction. social influence and customer satisfaction have a significant impact on behavioral intention; otherwise utilitarian value and hedonic value have no significant impact on behavioral intention.

Index Terms: Utilitarian Value, Hedonic Value, Social Influence, Customer Satisfaction, Behavioral Intention

1. INTRODUCTION

Intention to behave is the willingness to recommend services to others, and the willingness to repurchase [26]. The intention of behaving a consumer is shown when they are interested in products and services that are sold, this intention to behave arises because of the stimulation of the company both in terms of comfort in service, product uniqueness, discounts and others. Someone intends to make a purchase or be loyal to the company because of perceived satisfaction. Behavioral intention is important to be considered for companies because in the consumer behavior intention there is customer loyalty, whether it recommends, repurchases, etc. so that the company creates profit. Retail business is important in meeting consumer demand and now the retail business is experiencing rapid development, this can be seen with the increasing number of outlets in various regions. Now the retail business in Indonesia is starting to transform from a traditional retail business to a modern retail business. Consumers are motivated to shop at Hypermart because Hypermart has a diverse product offering so consumers can choose a variety of products to meet their life needs for shopping. Technical value is that consumers in shopping only buy the products they need and only look for products that are beneficial to consumers. From the results of research conducted by [9], [10], [11], [7], and [24] state that utilitarian value has a significant effect on behavioral intention. In general, Hypermart outlets are in shopping centers such as malls that make consumers view Hypermart as a luxury, well-known and famous shopping place so that consumers are interested in shopping at Hypermart in addition to fulfilling their needs and also having

fun in shopping. Empirically the hedonic value variable has a significant effect on the behavioral intention, as evidenced by the results of research conducted by [10], [11], [7], and [24]. Social interaction occurs when consumers shop, good and bad, a shopping place for sure a consumer will tell this to the people closest to him. Research conducted by [8] and [5], which states that social influences have a significant effect on behavioral intention. Hypermart is a shopping place that is quite luxurious by providing comfort and service to its customers, so every consumer has a different experience in shopping, this experience will create satisfaction or not a consumer at Hypermart. The results of the study were conducted by [20], [18], [9], [10], [11], [24], [19], and [6] state that customer satisfaction has a significant effect on behavioral intention. The purpose of this study was to identify and analyze the influence of utilitarian values, hedonic values, social influences on customer satisfaction and behavioral intention in Hypermart in Samarinda City.

2. LITERATURE REVIEW

2.1 Behavior Intention

[26] that behavior intention is a willingness to recommend services to others, and a willingness to repurchase. This is a form of loyal customer so that with this a profit is created for the company. [27] mentions six indicators to measure behavioral intention, namely: loyalty to company, willingness to pay more, propensity to switch, share experience, make positive comments, recommend.

2.2. Customer Satisfaction

Satisfaction is the key in building loyal customers. Companies are now competing to create satisfaction for their customers to win business competition. [22] interpret Customer Satisfaction "as an individual consumer's perception of the performance of the product or service used whether it has met its expectations or not. [12] say that after using a product, the consumer must decide whether he is satisfied with the product. Satisfied or not consumers are determined by the overall feelings, or attitudes of consumers who have the product after purchase. According to [14] mentions indicators to measure customer satisfaction, namely: could relaxation, get new product, social influence,

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could socialization with others, get all product in one buy and save money.

2.3. Utilitarian Value

Consumers buy goods and services and engage in consumption behavior for instrumental or utilitarian reasons. [12] distinguish shopping as an activity carried out for utilitarian (functional or tangible) and hedonic (pleasant or unreal) reasons. Motivation of utilitarian shopping value leads to cognitive or rational where consumers in shopping use the mind, while shopping motivation hedonic value is more affective or emotional meaning consumers shop only to follow feelings and shop only looking for pleasure. According to [4] mentions four indicators to measure utilitarian value, namely: product offering, product information, monetary savings, convenience.

2.4. Hedonic Value

Consumer needs for pleasure in shopping can be the main reason for companies to innovate both the products and services offered. Consumers in shopping not only look for needs but also look for fun, this is what drives shopping hedonic value motivation. According to [12] that hedonic values emphasize the subjectivity and experience of consumers who depend on a product to meet the needs for happiness, self-confidence, fantasy, and others. [2] mentioned six indicators to measure a consumer's hedonic level, namely: adventure shopping, social shopping, gratification shopping, ideal shopping, role shopping, and discount shopping.

2.5. Social Influence

Decisions in shopping are strongly influenced by the environment in which consumers associate. Consumer social environment can influence the mindset of consumers towards products and services offered by companies, this social environment can be a family of consumers, friends, culture, and consumer reference groups. [12] state that shopping behavior even changes when people do it in groups. [15] discuss two types of social influences, namely group references and family references. [21] mentions four indicators to measure social influence, namely: rules, family, reference group, culture.

3 RESEARCH METHODE

3.1. Population, Samples and Sampling Technique

The population of this research is all of the users of Hypermart in East Kalimantan. The samples of this research is the respondents using Hypermart in Samarinda. The Sampling Technique is accidental sampling technique which can be formulated

$$\begin{aligned} \text{Samples} &= \text{Indicators} \times (5 \text{ to } 10) \\ &= 25 \times 6 = 150 \text{ samples} \end{aligned}$$

3.2. Collecting Data Methods

Fields work research method used for collecting data. It is designed the questioners based on the indicators each variables such as utilitarian value, hedonic value, social influence, customer satisfaction and behavior intention. The questioners distributed follow the sampling technique

3.3. Conceptual Framework

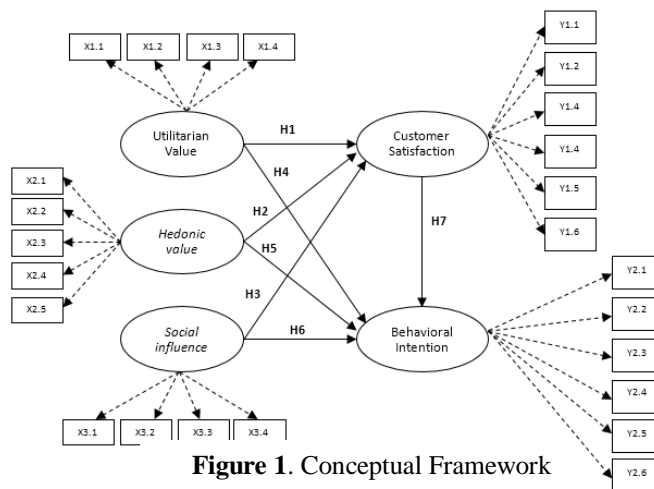


Figure 1. Conceptual Framework

For proving there is no correlation between exogenous variables each other's, so Colinerity Diagnostic needs to be done. The result is all of Value of Inflation Factor are less than 5, so it can be decided that no correlation between exogenous variables each other's.

The equation can be generated as follows:

$$\begin{aligned} Y_1 &= \alpha_1 X_1 + \alpha_2 X_2 + \alpha_3 X_3 + e_1 \quad (1) \\ Y_2 &= \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 Y_1 + e_2 \quad (2) \end{aligned}$$

3.4. Road Map of Research

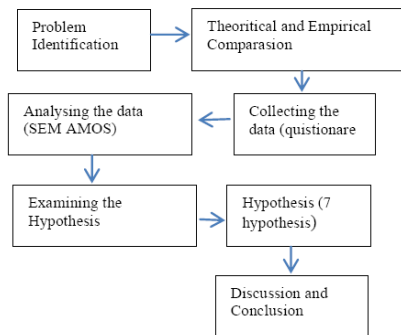


Figure 2. Road Map of Research

The problems of the research need to be identified for figuring out is the research needs to be done or no need to be done. Then the theoretical and the empirical comparisons should do because for generating the hypothesis must supported by these comparisons. Collecting the data is done for supporting the data analysis, examining the hypothesis and discussion.

4. INSTRUMENT ANALYSIS

For analyzing the data, there are several instruments can be used as follow:

- a. Validity and Reliability Analysis
- b. SEM AMOS for examining fit model and path analysis.

The step of using the instrument analysis can be figured as follows:

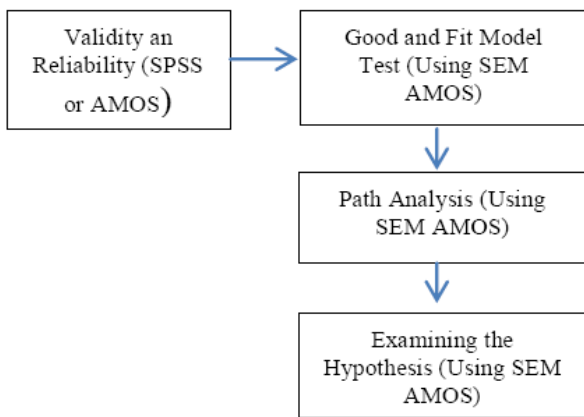


Figure 3: Instrument Analysis

Before analyzing the data, validity and reliability instrument need to be done using SPSS, all the instruments valid and reliable, then good and fit model test needs to be done by using SEM AMOS and it is already proved by the results as below:

Table 1: Result Of Validity and Reliability Analysis

Variables	Indicators	Code	Coefficient Correlation	Desc.	Alpha Cronbach	Desc.
Utilitarian Value (X1)	Product Offerings	X1.1	0,663	Valid	0,644	Reliable
	Product Information	X1.2	0,769	Valid	0,633	
	Monetary Savings	X1.3	0,677	Valid	0,622	
	Convenience	X1.4	0,716	Valid	0,600	
Hedonic Value (X2)	Adventure Shopping	X2.1	0,702	Valid	0,649	Reliable
	Gratification Shopping	X2.2	0,713	Valid	0,633	
	Ideal Shopping	X2.3	0,659	Valid	0,680	
	Role Shopping	X2.4	0,647	Valid	0,669	
	Discount Shopping	X2.5	0,664	Valid	0,676	
Social Influence (X3)	Rules	X3.1	0,666	Valid	0,719	Reliable
	Family	X3.2	0,787	Valid	0,610	
	Reference Group	X3.3	0,679	Valid	0,709	
	Culture	X3.4	0,818	Valid	0,600	
Customer Satisfaction (Y1)	Could Relaxation	Y1.1	0,642	Valid	0,721	Reliable
	Get New Product	Y1.2	0,674	Valid	0,711	
	Social Influence	Y1.3	0,665	Valid	0,714	
	Could Socialization With Others	Y1.4	0,657	Valid	0,716	
	Get All Product In One Buy	Y1.5	0,668	Valid	0,717	
	Save Money	Y1.6	0,695	Valid	0,708	
Behavioral Intention (Y2)	Loyalty To Company	Y2.1	0,690	Valid	0,738	Reliable
	Willingness To Pay More	Y2.2	0,644	Valid	0,756	
	Propensity To Switch	Y2.3	0,729	Valid	0,724	
	Share Experience	Y2.4	0,648	Valid	0,746	
	Make Positive Comments	Y2.5	0,686	Valid	0,736	
	Recommend	Y2.6	0,708	Valid	0,730	

Source: Questionnaire Processed, 2018

All of product moment Pearson are greater than 0.3, so it can be concluded all the items are valid and all of the

Cronbach alpha are greater than 0.6 and it can be concluded that all of instruments are reliable.

5. RESULT AND DISCUSSION

Based on the results of analysis using SPSS and SEM AMOS, it could be mentioned that all of the item of questioner are valid and reliable, while the model are marginal fit and fit. Based on Table 2, all of the Cronbach Alpha are greater than 0.6, so it can be concluded that all of the instruments are reliable. The next step of analysis is to examine the hypothesis using SEM AMOS.

Table 2. Result of Data Analysis

Variables	Coefficient	C.R (Critical Ratio)	Probability	Description
UV → CS	0.246	2.250	0.024	Significant
HV → CS	0.480	3.769	***	Significant
SI → CS	0.587	3.959	***	Significant
UV → BI	0.162	1.563	0.118	Not Significant
HV → BI	0.156	1.170	0.242	Not Significant
SI → BI	0.393	2.485	0.013	Significant
CS → BI	0.518	2.495	0.013	Significant

Source: Questioner Proceed, 2018

Caption:

UV = Utilitarian Value CS = Customer Satisfaction

HV = Hedonic Value BI = Behavior Intention

SI = Social Influence

5.1. Impact of Utilitarian Value (X₁) on Customer Satisfaction (Y₁)

The Utilitarian Value variable has a significant effect on the variable Customer Satisfaction of Hypermart consumers in Samarinda City, which means that the higher the influence of Utilitarian Value to purchase products at Hypermart, the higher one's satisfaction with purchasing products at Hypermart Kota Samarinda. The effect of utilitarian value on customer satisfaction on Hypermart consumers in Samarinda is very strong, this indicates that utilitarian consumers when shopping at Hypermart they are happy with the product information offered by Hypermart with this product information consumers in shopping do not feel saturated and they can directly get the desired population so that they feel satisfied when shopping at Hypermart. The results of this study also confirm the theory put forward by [14]. And the results of this study also support research conducted by previous researchers who also examined the relationship between utilitarian value and customer satisfaction variables. Research conducted by [20], [9], [10], [11] and also research conducted by [7].

5.2. Impact of Hedonic Value (X₂) on Customer Satisfaction (Y₁)

The hedonic value variable significantly influences the Hypermart customer satisfaction variable in Samarinda, which means that the higher the influence of the hedonic value to purchase products at the Hypermart, the higher one's satisfaction with purchasing products at the Hypermart city of Samarinda. The influence of Hedonic Value on Customer Satisfaction on Hypermart consumers in Samarinda city is very strong, because basically consumers who are hedonist are more inclined to shopping whose orientation is looking for satisfaction, because hedonic consumers always want to please their feelings or change their mood by shopping at

Hypermart, so by shopping on Hypermart they feel satisfied because consumers can get rid of their boredom. The results of this study also confirm the theories of [12]. This study also supports the discourse carried out by previous researchers who also examined the relationship between hedonic value and customer satisfaction variables. Research conducted by [20], [18], [9], [10], [11], [7], and [24].

5.3. Impact of Social Influence (X_3) on Customer Satisfaction (Y_1)

The social influence variable has a significant effect on the customer satisfaction variable of Hypermart in Samarinda City, which means that the higher the influence of Social Influence to purchase products at Hypermart, the higher one's satisfaction with the purchase of Hypermart products in Samarinda City. The influence of social influence on customer satisfaction on Hypermart consumers in Samarinda City is very strong. In shopping consumers have a different shopping culture, with the culture adopted by consumers to influence them in buy products. Culture becomes important in influencing consumers to shop at Hypermart, because with consumers Hypermart is a shopping place located in malls and shopping places that provide complete products so consumers who have the culture to shop at Hypermart are satisfied when shopping there. The results of this study also confirm the theory of [16] and also the theory of [17]. And support the discourse carried out by previous researchers who also examined the relationship between social influence and customer satisfaction variables. Research conducted by [23], [1], and [13].

5.4. Impact of Utilitarian Value (X_1) on Behavior Intention (Y_2)

Utilitarian value variable does not have a significant effect on behavioral intention variables of Hypermart consumers in Samarinda, the higher the influence of utilitarian value in purchasing products at Hypermart, it will not affect consumers' attitudes in shopping at Samarinda's Hypermart. The utilitarian value variable has no influence on Hypermart consumers' behavioral interest in shopping at Hypermart, because utilitarian consumers assume that product offerings are not something that can bind them to continue shopping at Hypermart because they think there is still a possibility for them to move to another shopping place who provide product offerings in accordance with the wishes of consumers for example in terms of price or quality. The results of this study also confirm the theory expressed by [3] and [12], and the results of this study do not support previous studies conducted by [9], [10], [11], [7] and [24].

5.5. Impact of Hedonic Value (X_2) on Behavior Intention (Y_2)

The hedonic value variable has no significant effect on the behavioral intention variable of Hypermart consumers in Samarinda City, the higher the influence of the hedonic value in purchasing products at Hypermart, it will not affect consumers' attitudes in shopping for Hypermarts in Samarinda. This is due to the high and low levels of consumer excitement when shopping at Hypermart does not really affect their interest to keep shopping at Hypermart because there is still the possibility for them to move to other shopping places that might be more able to make them happy when shopping. The results of this study confirm the theories of [3] and [12],

which do not support previous studies conducted by [10], [11], [7] and [24]. But on the other hand the results of this study support research conducted by [9].

5.6. Impact of Social Influence (X_3) on Behavior Intention (Y_2)

The social influence variable has a significant effect on behavioral intention variables on Hypermart consumers in Samarinda City. The higher the influence of social influence to purchase products at Hypermart, the higher the interest in behaving or the desire to buy Hypermart products in Samarinda City. The amount of consumer desire to keep shopping at Hypermart is influenced by the influence of shopping culture on consumers. A consumer tends to move to another place if they feel Hypermart is not a shopping place that suits their shopping culture. The influence of the shopping culture of Hypermart consumers has an important role in influencing consumer behavior to behave whether consumers continue to shop at Hypermart or they will move elsewhere. The results of this study also confirm the theories of [12] and [15]. This study also supports previous research conducted by [20], [5] and [25].

5.6. Impact of Customer Satisfaction (Y_1) on Behavior Intention (Y_2)

The customer satisfaction variable has a significant effect on behavioral intention on Hypermart consumers in Samarinda City. The higher customer satisfaction in purchasing Hypermart products in Samarinda, the interest in behaving in buying Hypermart products in Samarinda will be higher as well. Hypermart consumers' behavior when shopping shows whether or not they move to a competitor is influenced by their satisfaction. Consumers feel when shopping at Hypermart they can get rid of their boredom so they are satisfied and influence their behavior to keep shopping at Hypermart. The results of this study also confirm the theories of [16] and [17]. This study also supports previous research conducted by [6], [9], [10], [11], [24], and [19].

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