

# The Effect of Hedonic Value and Utilitarian Value on Buying Interest with Consumer Attitudes as Mediation

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## ABSTRACT

*This study aims to examine the influence of hedonic values and utilitarian values on consumer attitudes and purchase intentions. This study also examines the effect of consumer attitudes on purchase intention. This study conducted a survey of consumers at a coffee shop in Purwokerto. A pilot test was conducted on 30 initial respondents to test the validity and reliability of the instrument. Respondents who participated in this study were 200 Coffee Shop consumers in Purwokerto. Hypothesis testing using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method. The results of the analysis conclude that hedonic values and utilitarian values are statistically proven to have a positive and significant influence on attitudes and purchase intentions; Besides that, this study also proves that attitude has a positive and significant influence on purchase intention.*

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## INTRODUCTION

Understanding consumer buying interest is very important for every business to find the success of their current products and new product launches in the future. Buying interest is the impulse or interest that arises in consumers when they are interested in making a purchase of a product or service. This buying interest is a motivation that continues to be recorded in the minds of consumers and becomes a strong activity until finally consumers decide to actualize their desires by making purchases. Buying interest is an important part of the consumer behavior component, where respondents or prospective buyers show a tendency to act before executing a buying decision. In this case, measuring consumer buying interest becomes very important to know the extent to which customers want to remain loyal or whether they tend to leave a product or service. Consumers who feel happy and satisfied with the goods or services they have purchased will tend to consider buying back those products or services in the future (Bridges and Florsheim, 2008). Purchase intention is a tendency of attitudes from consumers who attract interest in a product and then move towards the act of buying through various stages and levels of possibility, until finally having the ability to buy the product. When a consumer has an interest in buying a product, this indicates that they show attention and pleasure towards the product, which can then be manifested in real buying behavior. (Sutisna, 2012).

Buying interest is the feeling or interest felt by consumers towards a product, whether it is in the form of goods or services. This buying interest is influenced by two main factors, namely attitudes from the outside environment of consumers and internal factors that exist within consumers themselves. External environmental factors include everything that surrounds consumers, such as influences from family, friends, advertisements, promotions, customer reviews, trends, and overall market conditions. These attitudes and views from the outside environment can affect consumers' perceptions and buying interest in a product. On the other hand, internal factors are everything that exists within the consumer,

including needs, wants, values, preferences, and previous experiences. A person's personal characteristics and preferences will influence whether they are interested in a product (Hawkins et al., 2018). Buying interest arises after consumers receive stimuli or information about products that attract their attention, and from there arises a desire to try the product until finally there is a desire to buy it so that it can be owned. Interest or interest is defined as the state of a person before performing an action, which is the basis for predicting the action. Buying interest is a behavior that arises in response to a particular product, indicating the consumer's desire to make a purchase (Kotler, 2018).

Hedonic values influence buying interest in consumers by exhibiting product use behaviors that create fantasy experiences, sense-based feelings, and emotional stimuli to satisfy themselves. Consumers can achieve this hedonic value through stimulation or arousal, play, as well as positive influences such as fun and excitement. Basically, hedonic values have a stronger influence on behavior than utilitarian values (Bridges & Florsheim, 2008). Aspects in hedonic value are related to desire, pleasure as well as expression in individuals in meeting emotional needs that provide a more attractive shopping experience (Gilbert et al., 1998). Hedonic shopping tendencies are related to the five senses such as sight, sound, smell, and taste (Solomon, 2004). Customers value a product as having a hedonic aspect if when consumed, the product fosters feelings of curiosity, gives a sense of pleasure, sensory stimulation, and enjoyment. Through the hedonic value analysis carried out, all coffee producers hope that consumer assessment of coffee will be better, and buying interest in products can also be increased. Consumer purchase interest is also influenced by aspects of utilitarian value, where consumers who prioritize utilitarian value will choose products based on rational and analytical consideration of information (Fischer & Arnold, 2014). Utilitarian value can attract consumers if they focus on achieving goals and value convenience, accessibility, choice, available information, and no commitment requirements (Najib et al., 2022).

There are a few benefits that can be obtained and felt by consumers after purchasing a product (utilitarian value). These benefits have an impact on the purchase interest made by consumers. Utilitarian value has a relationship with the usefulness and the principal benefits of a product. The ability of consumers to consider their utilitarian value objectively in the product, has a good ability to increase interest in purchasing products. Relevant utilitarian values for coffee café consumers include considering purchases (consideration of coffee beans, taste, serving method, service, and price). The trend of drinking coffee has become a lifestyle for people who grow the coffee shop business to grow rapidly in Purwokerto. In the past, coffee was marketed primarily to the elderly, and had a unique authentic value from coffee itself. However, nowadays coffee has become popular among all age groups and has become a lifestyle adopted by the entire society, especially by the millennial generation.

Coffee shops continue to experience development, when various services are packaged attractively such as the provision of free wifi, cable TV, to live music (Budhipurwwa & Warmika, 2021). The existence of this service makes customers still visit the coffee shop even though sometimes their main purpose is not to drink a cup of coffee (Tintara & Respati, 2020). The growth followed by many players in the industry forces every coffee shop business actor to always try to provide the best for their customers (Kusuma & Giantari, 2020). The increasingly fierce coffee shop business competition in the current era requires managers to be more responsive in knowing the needs, desires, and tastes of current and future customers (Setiawan & Andayani, 2016). Knowing the buying interest in consumers who come is one of the efforts made and makes business actors understand what factors make consumer buying interest higher (Kotler and Keller, 2012).

Many young people who are fans of coffee shops often come to improve mood, support dynamic activities, and seek inspiration through the consumption of coffee drinks. Emotions are related to pleasure or hedonic orientation (such as enjoying coffee because of the attractive café atmosphere and desired lifestyle). Consumers experience hedonic satisfaction when buying and enjoying products, and the experience of buying and consuming these products is strongly connected to feelings, fantasies, and

pleasures that affect emotions (Santoso, 2016). Customers who are more inclined to consumption benefits or utilitarian value will have different preferences (e.g., ordering manual coffee without sugar at a café due to health and taste considerations). Basically, utilitarian value reflects the attitude of the customer where they are interested in making a purchase or not (Moon et al., 2017).

The hedonic aspect is different from the utilitarian aspect because the hedonic aspect is pleasure oriented. The hedonic attitude itself is driven by the customer's emotions to consume and accentuates more fun and entertainment and is mostly indicative of unplanned purchases (Kazakeviciute and Banyte, 2012). While the utilitarian aspect is the desire to consume a product because of the need to meet the basic values of customers (Kusmarini et al., 2020). Previous research by Sinan, et al., (2020) found that hedonic and utilitarian aspects influence shopping interest because of the product discounts offered. This condition is different from the buying interest made by consumers in the Coffee Shop, where they are interested in buying because of the hedon lifestyle and because of the benefits and benefits obtained while consuming drinks at the Coffee Shop. The study also included attitude variables with mediation so that it became novelty in this study.

## **RESEARCH METHOD**

This research is causality research using a quantitative analysis approach and is carried out through the distribution of questionnaires. This research will be conducted in May 2023 at Coffee Shop Purwokerto. Data collection method with surveys, primary data using questionnaires, namely data collection by dividing a list of statements for respondents regarding hedonic value, utilitarian value, consumer attitudes and interest in purchasing coffee at Coffee Shop Purwokerto. Before starting the study, it is important to distribute questionnaires to a few respondents first to evaluate the effectiveness and suitability of the questionnaire. This initial evaluation process is called a pilot test or pilot study (Sugiyono, 2016). The population in this study is all coffee shop consumers in Purwokerto. The sampling method in this study used the Incidental sampling method. According to Sugiyono (2016), Incidental Sampling is a sampling technique based on chance, namely anyone who incidentally meets the researcher and is a coffee shop consumer in Purwokerto and can be used as a sample, and that person is suitable as a data source. In this study, the number of samples taken was 200 so that it met the minimum sampling limit. Data analysis using the SEM-PLS method, which is technically carried out using the help of SmartPLS software version 3.0. The variables in this study were measured using a 5-point Likert scale.

## RESULTS AND DISCUSSION

### *Respondent Overview*

This research is a survey conducted on Purwokerto Coffee Shop Consumers, where 200 respondents were selected as samples for this study. The characteristics of the respondents can be found in the following table.

**Table 1. Respondent Overview**

Overview of respondents		Frequency	Percent
Gender	Man	87	43,50
	Woman	113	56,50
	Total	200	100,00
Age	17 – 20	21	10,50
	21 – 25	55	27,50
	26 – 30	43	21,50
	31 – 35	35	17,50
	> 35	46	23,00
	Total	200	100,00
Work	Housewives	15	7,50
	Student	52	26,00
	Employee (private/public)	59	29,50
	Entrepreneurial	62	31,00
	Other	12	6,00
	Total	200	100,00
Education	SD	18	9,00
	SLTP	32	16,00
	SMU/Kejuruan	49	24,50
	Sarjana/Pascasarjana	89	44,50
	Other	12	6,00
	Total	200	100,00
Revenue a month	≤ Rp 1.000.000	16	8,00
	> Rp 1.000.000 – Rp. 3.000.000	95	47,50
	> Rp. Rp 3.000.000	89	44,50
	Total	200	100,00
Frequency of visits to coffee shops in a month	≤ 2 X	95	47,50
	> 2 X	105	52,50
	Total	200	100,00

*Source: Data Processing 2023*

The results of the study in Table 1 showed that most of the respondents in this study were women by 56.50 percent and men by 43.50 percent. This shows that consumers who come to Purwokerto coffee shop coincidentally are more women who come with many purposes such as just wanting to enjoy coffee, do college assignments or work, or meet relationships. Table 2 also shows the age of most consumers who come to coffee shops ranging from 21-25 years by 27.50 percent, then over 35 years by 23 percent and between 26-30 years by 21.30 percent. This shows that consumers who visit coffee shops in Purwokerto are in productive age. Judging from employment, most of them are entrepreneurs by 31 percent, then employees both private and public by 29.50 percent, then students / students by 26 percent. Most of the respondents who came to the coffee shop were Bachelor / Postgraduate graduates by 44.50 percent then high school / vocational by 24.50 percent. Meanwhile, from income, some respondents each month have

an average income of between Rp. 1,000,000 – Rp. 3,000,000 by 47.50 percent, then more than Rp. 3,000,000 by 44.50 percent. Overall, it is also known that most respondents visit coffee shops more than 2 times a month, which is 52.50 percent.

### ***Results of Partial Least Square Analysis***

#### **Outer Model Evaluation**

Outer model evaluation in PLS-SEM analysis includes an assessment of the validity and reliability of items and their constructs. Validity consists of convergent and discriminant. Convergent validity looks at outer loading values and Average Variance Extract (AVE) values, discriminant validity with the Fornell Larcker Criterion method. Construct reliability to see the consistency of the construct under study seen from the value of Cronbach alpha and composite reliability. Convergent validity is an aspect of measurement method analysis that focuses on the extent to which indicators in a construct or latent variable are interrelated and reflect well the desired or measured concept. Convergent validity assessment is carried out by looking at the value of factor loading in the output of the analysis results. The cut-off value for factor loading is based on the views of Hair et al., (2018), which is between 0.5 to 0.6, as an acceptable value limit for assessing convergent validity. But keep in mind that higher loading factor values, such as 0.7, are considered better and stronger in indicating convergent validity. In addition, convergent validity is also seen based on the AVE value, the recommended value is above 0.5 (Hair et al., 2018). The recommended value for cronbach alpha and construct reliability is 0.7 as suggested by Hair et al., (2018). The analysis results for convergent validity and construct reliability are presented in table 2.

**Table 2. Results of convergent validity analysis and construct reliability**

<b>Indicator</b>	<b>Outer Loading</b>	<b>Cronbach Alpha</b>	<b>Composite Reliability</b>	<b>Average Variance Extract (AVE)</b>
HV_1	0,799	0,894	0,918	0,652
HV_2	0,811			
HV_3	0,794			
HV_4	0,823			
HV_5	0,815			
HV_6	0,802			
MB_1	0,804	0,832	0,888	0,666
MB_2	0,837			
MB_3	0,815			
MB_4	0,808			
S_1	0,800	0,838	0,891	0,671
S_2	0,802			
S_3	0,819			
S_4	0,856			
UV_1	0,806	0,827	0,885	0,658
UV_2	0,826			
UV_3	0,796			
UV_4	0,815			

*Source: Data Processing 2023*

Based on the results of the analysis shown in table 2, the outer loading value for all indicators is above 0.7, meaning that the predictor has a good ability to measure constructs, besides that the AVE values for all constructs have also met the specified criteria, which are above 0.5. So as to conclude that the convergent validity has been met. The value of cronbach alpha and construct reliability for all constructs

also shows satisfactory results, namely values above 0.8 which shows that the construct has a good level of reliability as suggested by Hair et al., (2018).

Discriminant validity is a measure of the extent to which two different latent constructs or variables are completely different from each other and do not have too high a correlation (Hair et al., 2018). Statistical criteria that can be used to evaluate discriminant validity are by looking at the Square Root AVE value or the root of the Average Variance Extracted (AVE) value of a construct. The Square Root AVE value of a construct must be greater than the correlation between that construct and other constructs in the model to demonstrate good discriminant validity (Hanseler et al., 2015). Results for discriminant validity are shown in table 3.

**Table 3. Results of *discriminant validity analysis***

	<b>Hedonic Value</b>	<b>Buying interest</b>	<b>Consumer attitudes</b>	<b>Utilitarian Value</b>
Hedonic Value	<b><u>0,808</u></b>			
Buying interest	0,596	<b><u>0,816</u></b>		
Consumer attitudes	0,439	0,538	<b><u>0,819</u></b>	
Utilitarian Value	0,488	0,581	0,397	<b><u>0,811</u></b>

*Source: Data Processing 2023*

Based on the results of the analysis in table 3, it is known that the correlation value between constructs is lower than the AVE root value, thus providing a conclusion that the construct in this study has met the validity of the discrimination.

#### *Inner Model Evaluation*

Evaluation of the inner model in SEM-PLS includes an assessment of the R-square value which serves to see the percentage of independent constructs in predicting dependent constructs, as well as an assessment of path coefficients to see the influence between constructs to answer the hypothesis that has been compiled.

**Tabel 4. Results of R-Square Analysis**

<b>Variabel</b>	<b>R Square</b>
Buying Interest	0,522
Customer Attitudes	0,237

*Source: Data Processing 2023*

Based on table 4, R Square value for the variables of hedonic value, utilitarian value, and consumer attitudes towards buying interest is 0.522. In the research model, buying interest by variables hedonic value, utilitarian value, and consumer attitudes. It can be interpreted that the variable of buying interest is influenced by variables of hedonic value, utilitarian value, and consumer attitudes by 52.20 percent. The R Square value for the variable influence of hedonic value and utilitarian value on consumer attitudes is 0.237. In the research model, consumer attitudes are influenced by hedonic value variables, utilitarian value. It can be interpreted that consumer attitude variables are influenced by hedonic value variables, and utilitarian value of 23.70 percent.

#### ***Test the Hypothesis***

Hypothesis testing was used to assess the significance of the relationship between the independent variable and the dependent variable in this study. The independent variable is considered to have a significant effect if the statistical value of t exceeds 1.96 and the p-value or significance is less than alpha 0.05. Details of the results of the t-test analysis and their significance levels can be found in Table 5.

**Table 5. Test the Hypothesis**

Variabel	$\beta$	<i>t Stat</i>	<i>P Value</i>	Hypothesis Conclusion
Hedonic Value -> Consumer attitudes	0,321	4,279	0,000	H1 Accepted
Utilitarian Value -> Consumer attitudes	0,240	2,954	0,003	H2 Accepted
Hedonic Value -> Buying interest	0,323	4,793	0,000	H3 Accepted
Utilitarian Value -> Buying interest	0,316	4,329	0,000	H4 Accepted
Consumer attitudes -> Buying interest	0,271	3,895	0,000	H5 Accepted

Source: Data Processing 2023

From the results of the research listed in Table 5, it is evident that the Hedonic Value coefficient has a positive value of 0.321. In addition, the statistical t value for the effect of the Hedonic Value variable on consumer attitudes is 4.279, with a p value of 0.000. Because the p value is less than 0.05 and the direction of the relationship is positive, it can be concluded that the Hedonic Value has a positive influence on consumer attitudes towards coffee shops. The findings show that the higher the Hedonic Value, the better the consumer's attitude towards the coffee shop, so the first hypothesis can be accepted.

Based on the data listed in Table 5, it is revealed that the value of the Utilitarian Value coefficient shows a positive number of 0.240. In addition, the statistical t value for the effect of the Utilitarian Value variable on consumer attitudes is 2.954, with a p value of 0.003. Given that the p value is less than 0.05 and the direction of the relationship is positive, it can be concluded that utilitarian value has a positive influence on consumer attitudes. These findings indicate that the higher the Utilitarian Value, the more positive the consumer's attitude towards a product or service, so the second hypothesis can be accepted.

Based on the information listed in Table 5, it can be observed that the value of the Hedonic Value coefficient against buying interest has a positive value of 0.323. In addition, the statistical t value for the effect of the Hedonic Value variable on buying interest is 4.793, with a p value of 0.000. Because the p value is less than 0.05 and the direction of the relationship is positive, it can be concluded that the hedonic value has a positive influence on buying interest. The findings show that the higher the level of consumer interest in buying products in coffee shops, so the third hypothesis can be accepted.

Based on the data in Table 5, it is known that the value of the Utilitarian Value coefficient against buying interest shows a positive number of 0.316. In addition, the statistical t value for the effect of the Utilitarian Value variable on buying interest is 4.329, with a p value of 0.000. Since the p value is less than 0.05 and the direction of the relationship is positive, it can be concluded that utilitarian value has a positive influence on buying interest. This finding indicates that the higher the level of Utilitarian Value, the higher the consumer buying interest in coffee shops, so the fourth hypothesis can be accepted.

Based on the data listed in Table 5, it can be concluded that the coefficient between consumer attitudes towards buying interest shows a positive value of 0.271. In addition, the statistical t value for the variable influence of consumer attitudes on buying interest is 3.895, with a p value of 0.000. Because the p value is less than 0.05 and the direction of the relationship is positive, it can be concluded that consumer attitudes have a positive influence on buying interest. These results show that the higher the level of consumer attitude, the higher the consumer's buying interest in coffee shops, so the fifth hypothesis can be accepted.

## Discussion

*The effect of hedonic value on consumer attitudes and buying interest in Purwokerto Coffee Shop consumers*

The results showed *hedonic value* in coffee shop consumers in Purwokerto in a very high category. Consumers feel pleasure when enjoying the products offered by coffee shops in Purwokerto and feel that

coffee shops in Purwokerto provide insight into how to socialize well with fellow consumers, and respondents feel happy to be able to enjoy products from coffee shops in Purwokerto.

The results also show that hedonic value has a significant and positive influence on consumer attitudes, which means that the higher the hedonic value style on consumers, the higher consumer attitudes in perceiving coffee shops in Purwokerto. The existence of this influence is in line with Khare's (2011) research on hedonic value has a positive effect on consumer attitudes. Irshad & Ahmad's (2019) research also found that hedonic value has a positive effect on consumer attitudes. Suparno (2020) found that hedonic shopping value has a positive and significant effect on consumer attitudes. Nystrand & Olsen (2020); Redda (2020) and Ekawati et al., (2021) stated that hedonic value has a positive effect on consumer attitudes.

*Hedonic value* is a shopping activity carried out because it is influenced by the emotional condition of consumers such as pleasure and pleasure. *Hedonic* shopping occurs because of emotions, comfort, joy and likes. The results of the study found the influence of *Hedonic value* on buying interest in coffee shop consumers in Purwokerto. The existence of this influence is in line with the research of Jang & Shin (2016); Arruda Filho et al., (2020) and Ghali (2020) found that hedonic value has a positive effect on purchase interest. Other studies by Chen et al., (2020); Sharma et al., (2020) and Ho et al., (2020) found that hedonic value has a positive effect on purchase interest. The same research by Najib et al., (2022) also found that hedonic value has a positive effect on purchase interest.

#### *The effect of utilitarian value on consumer attitudes and buying interest in Purwokerto Coffee Shop consumers*

The results of the description analysis found that the perception of *utilitarian value* in coffee shop consumers in Purwokerto in the category is very high. Respondents stated that the Coffee shop in Purwokerto provides a sensational taste when enjoying both food and beverage products, also able to eliminate the thirst for quality drinks. Respondents also stated that enjoying drinks at Purwokerto coffee shop provides good benefits, especially reducing the burden of mind due to daily activities and providing comfort when enjoying food and drinks at Purwokerto coffee shop.

The results of the t-test calculation also show that there is a significant influence with a positive direction between *utilitarian value* and consumer attitudes. This shows that the higher respondents' perception of *utilitarian value* in coffee shops in Purwokerto, the higher consumer attitudes. The existence of this influence is in line with the research of Khare (2011) and Irshad & Ahmad (2019) that utilitarian value has a positive effect on consumer attitudes. Another study by Nystrand & Olsen (2020) and Redda (2020) found that *utilitarian value* has a positive effect on consumer attitudes.

Based on the results of the study, it is also known that *utilitarian value* has a significant influence with a positive direction on consumer buying interest in Purwokerto Coffee Shop. This means that the better the consumer perception of the *utilitarian value* offered by the coffee shop, the higher the buying interest in consumers to visit the coffee shop in Purwokerto. This is in line with the research of Jang & Shin (2016); Arruda Filho et al., (2020) that utilitarian value has a positive effect on purchase interest. Another study by Ghali (2020) and Chen et al., (2020) found that utilitarian value has a positive effect on purchase interest. Ho et al., (2020) and Najib et al., (2022) found that utilitarian value has a positive effect on purchase interest.

#### *The effect of consumer attitudes towards buying interest in Coffee Shop Purwokerto*

Berdasarkan analisis deskripsi diketahui sikap konsumen terhadap *Coffee Shop* Purwokerto dalam kategori yang sangat tinggi. Kondisi tersebut didukung pertanyaan bahwa responden yakin kedai kopi memberikan kesenangan pada pengunjung selama menikmati minuman, yakin kedai kopi bermanfaat dalam memberikan kepuasan kepada pengunjung coffee shop di Purwokerto, yakin coffee shop di



Purwokerto guarantees the taste of the drinks sold and believes that coffee shops in Purwokerto are able to guarantee the quality of the drinks offered.

The influence of attitudes towards consumer buying interest in coffee shops in Purwokerto is in line with research by Irshad & Ahmad (2019) and Suparno (2020) found that consumer attitudes have a positive and significant effect on buying interest. Research by Nystrand & Olsen (2020) and Redda (2020) found that attitudes have a positive effect on buying interest. Other studies by Jung et al., (2020); Shimul et al., (2022) and Yaakob et al., (2021) found that consumer attitudes contribute significantly and positively to buying interest.

## CONCLUSION

The results of research and discussion conducted in chapter 4 can be drawn several conclusions as follows: (1) Hedonic value has a positive and significant effect on consumer attitudes at Purwokerto Coffee Shop. This means that if the hedonic value increases, the attitude also increases, and the results can be meaningful to make an assessment (2) Utilitarian value has a positive and significant effect on the attitude of Purwokerto Coffee Shop consumers. This means that if utilitarian value increases, the attitude also increases, and the results can be meaningful to assess (3) Hedonic value has a positive and significant effect on buying interest in Coffee Shop Purwokerto. This means that if the hedonic value increases, the buying interest also increases, and the results can be meaningful to make an assessment (4) Utilitarian value has a positive and significant effect on buying interest in Purwokerto Coffee Shop. This means that if utilitarian value increases, buying interest also increases and the results can be meaningful to assess (5) Consumer attitudes have a positive and significant effect on buying interest in Purwokerto Coffee Shop. This means that if consumer attitudes increase, buying interest also increases and the results can be meaningful to assess (6) Coffee Shop consumers' buying interest based on the results of this study can be predicted by their attitudes, hedonic value, and utilitarian value. This conclusion provides empirical evidence that consumer attitudes towards Coffee Shop in Purwokerto are determined by hedonistic and utilitarian values, which in turn makes consumers have an interest in buying Coffee Shop in Purwokerto.

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