

The Effect of Utility Value, Hedonic Value and Social Value on Sustainable Purchase Intentions

Utility Value,
Hedonic Value and
Social Value

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ABSTRACT

Consumers not only consider the functional needs of products, but also other values such as personal enjoyment and social values. This research aims to examine the factors influencing sustained purchasing intention among TikTok users in Solo Raya. Within the framework of Utility Value, Hedonic Value, and Social Value, hypotheses are proposed and tested to comprehend the impact of independent variables on purchasing intention, with the mediating role of customer trust. A quantitative method utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM) is employed to analyze data collected through the distribution of closed-ended questionnaires to respondents aged 17-30 who have made purchases via TikTok. The research sample comprises 70 respondents from Solo Raya. This study seeks to provide in-depth insights into consumer behavior in the digital era, specifically focusing on the TikTok platform. Practical implications encompass guidelines for e-commerce practitioners to understand and enhance factors influencing sustained purchasing intention. Additionally, this research contributes to the literature on the influence of values and trust in the context of online purchasing, particularly through social media platforms.

Keywords: TikTok, Utility Value, Hedonic Value, Social Value, Customer Trust

ABSTRAK

Konsumen tidak hanya mempertimbangkan kebutuhan fungsional produk, tetapi juga nilai-nilai lain seperti kenikmatan pribadi dan nilai-nilai sosial. Penelitian ini bertujuan untuk menguji faktor-faktor yang mempengaruhi niat beli berkelanjutan di antara pengguna TikTok di Solo Raya. Dalam kerangka Utility Value, Hedonic Value, dan Nilai Sosial, hipotesis diajukan dan diuji untuk memahami dampak variabel independen terhadap niat beli dan peran kepercayaan pelanggan sebagai mediator. Metode kuantitatif dengan pendekatan Partial Least Squares Structural Equation Modeling (PLS-SEM) digunakan untuk menganalisis data yang diperoleh melalui penyebaran kuesioner tertutup kepada responden yang memenuhi kriteria usia 17-30 tahun dan pernah melakukan pembelian produk melalui TikTok. Sampel penelitian mencakup 70 responden dari masyarakat Solo Raya. Penelitian ini diharapkan dapat memberikan wawasan yang mendalam mengenai perilaku konsumen di era digital, dengan fokus pada platform TikTok. Implikasi praktisnya meliputi panduan bagi bisnis e-commerce dalam memahami dan meningkatkan faktor-faktor yang mempengaruhi niat beli berkelanjutan. Penelitian ini berkontribusi pada literatur tentang pengaruh nilai dan kepercayaan dalam konteks pembelian online, khususnya melalui platform media sosial.

Kata kunci: TikTok, Utility Value, Hedonic Value, Nilai Sosial, Kepercayaan Pelanggan

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INTRODUCTION

In this era of globalization, awareness of desires and impacts on the environment increasingly colors consumer behavior. Consumers not only consider the functional needs of products, but also other values such as personal enjoyment and social values. (Centauri & Rachmawati, 2021). In this context, research on the influence of utilitarian value, hedonic value, and social value on sustainable purchase intentions mediated by customer trust is very important. A deep understanding of the factors that motivate consumers to make sustainable purchases can provide valuable insight into facing sustainability challenges. (Wardhana, 2019). In the era of globalization that is changing consumer behavior patterns, increasing awareness of desires and environmental impacts has become an important point in purchasing decisions. (Hasiholan & Amboningtyas, 2021). Modern consumers no longer only consider product functionality, but also place emphasis on additional values such as personal enjoyment and social considerations. Social media, especially the TikTok platform, plays an important role in this dynamic, bringing a new dimension to the online shopping experience. (Theresia & Wardana, 2019). TikTok has become one of the digital marketing platforms used by business people, as stated by (Ramadhani & Soegiarto, 2022). In Indonesia, TikTok media is widely used by people not only for creativity, but also for business activities. With over 2.6 billion downloads and one billion monthly active users, TikTok is not just an entertainment tool, but also a unique platform for social commerce. Initiatives like TikTok Shop reflect efforts to create a more dynamic digital commerce ecosystem. (Zainurrafiqi et al., 2021).

In its use of social media, Tiktok has similarities with other popular social media such as Instagram and Facebook which provide a live streaming feature and since 2016 it has added a "story" feature which allows users to create short videos, with this feature being the main basis of various visual media that have been created. extensive in terms of socialization and realizing good results for its users. The TikTok algorithm is one of the differentiators from other social media platforms. It works based on the content graph, not the social graph. There are several things that influence the Tiktok algorithm, namely Tiktok content, hashtags, use of challenges, filters, and good shooting and lighting. (Fadhillah & Saputra, 2021). TikTok presents new features, such as TikTok Shop which is designed to make it easier for the millennial generation to shop. TikTok Shop not only provides convenience for consumers, but also provides opportunities for people who want to make transactions. TikTok Shop in particular makes it easier for merchants to access the seller center, take advantage of certain services and features. Merchants can upload and manage information and products to display to TikTok users. (Iksyanti & Hidayat, 2022). The Tiktok Shop system is based on receiving orders and completing sales with buyers, as well as tracking delivery management. Not only that, Tiktok Shop also plays a role in preparing promotional plans, such as affiliate features, and the use of functions and features such as storefronts. TikTok Shop has also reported significant growth since its launch (CNBC Indonesia, 2023). Basically, TikTok Shop is social commerce for TikTok users or creators to promote and sell their products through this platform.

TikTok Shop has become a popular e-commerce platform recently, especially because the prices are more affordable compared to other e-commerce platforms. Almost everyone now uses TikTok Shop to buy goods, influenced by consumer trust in the quality of goods and the benefits provided to both sellers and buyers. Consumer buying interest is something that arises after getting inspiration from the product they see, therefore there will be an interest in trying the product until finally they have the desire to own the product. (Rahmawati et al, 2023). The success of TikTok Shop reflects a significant shift in digital consumer behavior. Consumer purchasing intentions are no longer only influenced by utility value factors, but also by hedonic value and social value. Consumers are not only looking for functional utility, but also fun and social engagement in their shopping experience. (Bozkurt et al., 2021). The extent to which Utility Value, Hedonic Value, and Social Value influence sustainable purchase intentions through TikTok Shop still requires deeper understanding. The mediating role of customer trust in the

relationship between consumer values and sustainable purchase intentions in TikTok Shop is a very important research focus.

Utility value refers to the extent to which the features, price, and quality offered by a product or service are consistent with the consumer's expected utility, and consumers perceive the utility value of products and services when the expected requirements are met. In the context of LS commerce, streamers try on clothes either directly or by hiring models to present various product information to consumers in an unedited manner, providing them with systematic information about the product and increasing their trust. (Rikia & Riptiono, 2021). Salam (2000) as quoted (Aprilia et al., 2020) defines hedon as pleasure. The principal of this school states that something is considered good if it corresponds to the pleasure obtained, while something that causes distress or discomfort is considered bad. Individuals who adhere to the hedonistic school make pleasure their life goal. Enjoyment value refers to the level of pleasure, enjoyment, and enjoyment that consumers experience when watching live broadcasts. Webcasts are highly entertaining, and consumers can easily achieve psychological excitement and pleasure while shopping. In interpersonal interactions, trust is often a subjective judgment based on emotions. In this research, it is formed through an emotional bond between consumers and streamers. Shopping value is related to the customer's feelings and emotions, such as pleasure (hedonic) or a way to satisfy his needs (utility). (Aprilia et al, 2020).

Previous scientific depictions of the dimensions of perceived value have often ignored social value. In the context of increased socialization in commerce, customers sometimes use products to gain approval from social groups, conform to social norms, or to project an intrinsic image. Understanding social influence in online retail highlights that social media marketing has great potential to influence consumer behavior. With advanced targeting, businesses can tailor their ads to reach specific demographics and interests, allowing them to serve content that is personalized and more likely to resonate with potential customers, thereby influencing the decision-making process. (Zhang et al., 2019). This research aims to explore understanding the interaction of Utility Value, Hedonic Value, and Social Value in the context of TikTok Shop, especially related to sustainable purchase intentions. Customer trust is considered an important element that mediates the influence of consumer values on purchasing decisions, placing sustainability as the main focus. (Ong et al., 2022). Thus, it is hoped that this research can provide in-depth insight into the factors that encourage consumers to make sustainable purchases in the digital era, especially through the TikTok Shop platform. The implications of the results of this research are expected to provide a significant contribution in developing marketing strategies that are sustainable and relevant to current consumer trends. (Zayyan & Saino, 2021). The aim of this research is to analyze the influence of utility value, hedonic value and social value on sustainable purchase intentions which are mediated by customer trust

LITERATURE REVIEW

Utility value refers to the usability and practical benefits that consumers get from a product or service. Yanson et al., (2022) found that utility value contributes positively and significantly to purchase intentions. Individuals tend to make decisions based on an assessment of the utility or practical benefits obtained from purchasing a product or service. (Watanabe et al., 2020). Utility theory, first proposed by Jeremy Bentham, can provide a theoretical basis. This theory emphasizes the maximization of happiness or practical gains, which corresponds to the concept of utility value. Based on research conducted by (Yanson et al., 2022) that the value test of the utility value variable makes a significant and positive contribution to purchase intentions.

Hedonic value includes aspects of joy and pleasure in the consumer experience.(Arruda Filho et al., 2020) found that hedonic value has a positive and significant effect on sustainable purchasing intentions. According to Wang et al (2020), it shows that their research findings obtained a significant positive relationship between hedonic value and consumer intention to make sustainable purchases. Hedonic theory,

which emphasizes the search for pleasure and joy as the purpose of life, can support this hypothesis. In research conducted by Arruda Filho et al., (2020), stated that the hedonic value of a consumer has a significant and positive influence on sustainable purchase intentions.

Social value is related to consumer perceptions of the social value or self-image obtained from a product or service. Zahari et al. (2022) showed that social value plays an important role in shaping purchase intentions. Social Identity Theory can provide a theoretical basis, as it highlights the role of social image in consumer decision making. Research conducted by Brown et al (2018) confirms that social value applied to products or brands affects sustainable purchase intentions. Research conducted (Zahari et al., 2022) explains that social value plays an important role in developing customer purchase intentions, therefore the following hypothesis is made. Shin et al., (2019) stated that utility value has a positive and significant effect on customer trust. Product utility value not only directly affects sustainable purchase intentions but also through the mediation of customer trust (Gracia et al., 2018). Customer Trust Theory emphasizes that positive experiences, including the perceived benefits gained from a product, can increase customer trust.

Hedonic value and utility can build a satisfying shopping experience, and the relationship contributes to building customer intentions and trust. Hedonic Value is a value that influences consumer interest in using a product that is not a basic need but rather based on subjective considerations, to fulfill desires, emotional satisfaction and pleasure. (Kala'lembang, 2022) stated that hedonic value can have a significant impact on customer trust to repurchase and recommend products to others. Positive experiences and happiness gained from hedonic value significantly predict the increase in customer trust over time (Kim et al, 2020). Consumer Experience Theory, which highlights the importance of positive experiences in building trust, can provide a theoretical basis.

Social benefits are benefits arising from the product's ability to improve consumers' social concepts. This is related to social approval and improved customer self-image (Xi et.al, 2022). In previous studies, it has never been examined regarding the relationship between social and customer trust, therefore in this study will analyze the hypothesis between social value and customer trust. According to stating that social value has a positive impact on customer trust through a mediation process involving consumer satisfaction and perceived relationship quality in social commerce. Transaction and Interaction Theory, which emphasizes the importance of positive experiences and customer satisfaction in building trust, can support this hypothesis.

Consumer trust is a very important thing to maintain. The goal is to improve the business so that it can grow further. Research from Lee et al (2018) investigates how customer participation in corporate social responsibility initiatives can influence sustainable purchase intentions through increased customer trust. The results show that customer participation has a positive impact on trust and sustainable purchase intentions. Trust is an absolute requirement for business development. Building trust requires further efforts in obtaining, retaining, and increasing consumers (Santoso, 2021). In research conducted by (Mulyati & Gesitera, 2020) stated that the relationship between customer trust and purchase intention has a positive and significant effect.

Utility value that customers feel in making choices that will bring practical results and involve factors such as quality, availability, environmental and health benefits and safety. Watanabe et al., (2020). In research conducted (Watanabe et al., 2020) shows the results that utility value has a positive and significant impact on purchase intention and trust. Service quality, customer satisfaction, and perceived value positively influence consumer purchase intentions. These findings support the idea that utility value can build trust and in turn influence sustainable purchase intentions (Pratiwi et al, 2021).

According to (Varadaraj & Charumathi, 2019) states that the value of hedonic shopping is influenced by two concepts, namely social interaction and entertainment. In research conducted (Wang et.al, 2021) states that hedonic value has a positive and significant effect on purchase intention and brand trust. Consumer Experience Theory and Experience Satisfaction Theory can provide a theoretical basis for explaining how

hedonic value affects sustainable purchase intentions through customer trust. According to Kim et al (2019) Hedonic motivation is positively related to impulse buying behavior. The implication is that hedonic value may influence more impulsive purchase intentions, and customer trust may mediate this relationship towards sustainable purchases.

Social value in relation to influencing consumer behavior in sustainable purchase intentions mediated by customer trust, has a significant impact Customer trust acts as a mediator that connects social value with sustainable purchase intentions. (Sigala, 2019). Social Engagement Theory and Social Influence Theory can provide a theoretical basis, as they highlight the importance of social factors in shaping purchase intentions and customer trust. Social value positively influences perceived value and purchase intentions. The implication is that social value can shape customer value perceptions, which in turn, can have an effect on sustainable purchase intentions (Bilgihan et al., 2020).

- H1: Utility value has a positive and significant effect on sustainable purchase intentions.
H2: Hedonic value has a positive and significant effect on sustainable purchase intentions.
H3: Social value has a positive and significant effect on sustainable purchase intentions.
H4: Utility value has a positive and significant effect on customer trust.
H5: Hedonic value has a positive and significant effect on customer trust.
H6: Social value does not have a positive and significant influence on customer trust.
H7: Customer trust has a positive and significant effect on sustainable purchase intentions.
H8: Utility value has a positive and significant impact on sustainable purchase intentions through customer trust.
H9: Hedonic value has a positive and significant impact on sustainable purchase intention through customer trust.
H10: Social value has a positive and significant impact on sustainable purchase intentions through customer trust.

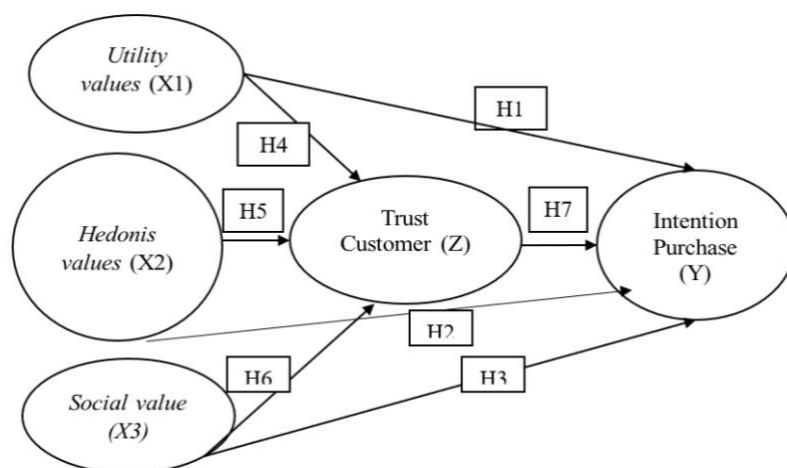


Figure 1. Framework of Thought

METHODS

This research method is quantitative. According to Sugiyono (2016) quantitative research is a type of research that uses numbers in processing data to produce structured information. The population in this study is the Greater Solo community who uses the TikTok application. The sample is a representative or part of the population that has the same properties and characteristics that are representative and describe the population so that it is considered to represent all the populations studied. Through Maholtra's calculations, the minimum sample required is 70 Tiktok user respondents, both male and female. In this study, the criteria for respondents are the people of the Greater Solo area, aged 17-30 years, and have bought products at TikTok shops. The sampling technique for this study uses purposive sampling technique which has the aim that the data obtained is

representative data. The data needed in this study are primary data. Data obtained through respondents' answers using a closed questionnaire type. The data collection method used in this study was the distribution of questionnaires. In measuring research data, there are many types of scales that can be used, such as the Guttman, Likert and Thurstone scales. The data analysis technique used in this research is Partial Least Squares Structural Equation Modelling (PLS-SEM). The PLS-SEM analysis process consists of two stages, namely Outer Model and Inner Model. (Ghozali & Latan, 2015).

RESULTS

In determining the specification of the relationship between latent variables and their indicators, we can use outer model testing which consists of validity, reliability, and multicollinearity. If the value of an external free > 0.7 then the indicator meets convergence validity with a good category. Below is the external load for each part of the indicator survey variable.

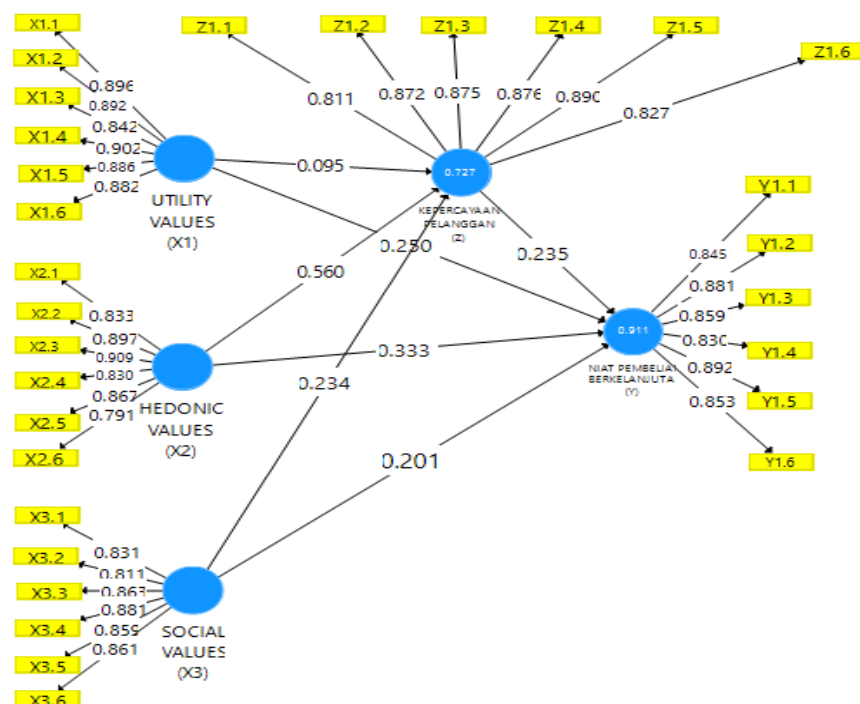


Figure 2. Outer Model

Table 1. Outer Loading

Variable	Indicator	Outer Loading
Utility Values	X1.1	0.896
	X1.2	0.892
	X1.3	0.842
	X1.4	0.902
	X1.5	0.886
	X1.6	0.882
Hedonic Values	X2.1	0.833
	X2.2	0.897
	X2.3	0.909
	X2.4	0.830
	X2.5	0.867
	X2.6	0.791
Social Values	X3.1	0.831
	X3.2	0.811
	X3.3	0.863
	X3.4	0.881
	X3.5	0.859
	X3.6	0.861

Continued Purchase Intention	Y.1	0.845
	Y.2	0.881
	Y.3	0.859
	Y.4	0.830
	Y.5	0.802
	Y.6	0.853
Customer Trust	Z.1	0.811
	Z.2	0.872
	Z.3	0.875
	Z.4	0.876
	Z.5	0.890
	Z.6	0.827

Source: processed primary data, 2023

Based on Table 1, it is known that each indicator of the research variable has many outer loading values > 0.7 . Table 1 shows that there are no variable indicators with an outer loading value < 0.5 so that all indicators are declared feasible or valid for research use and can be used for further analysis. Discriminant Validity can be seen through the Average Variance Extracted (AVE) method for each indicator has criteria > 0.5 so that it can be declared valid.

Table 2. Discriminant Validity

Variable	AVE	Description
Utility Values (X1)	0.781	Valid
Hedonic Values (X2)	0.732	Valid
Social Values (X3)	0.724	Valid
Continuing Purchase Intention (Y)	0.740	Valid
Customer Trust (Z)	0.738	Valid

Source: processed primary data, 2023

Based on Table 2, the AVE value of all variables is > 0.5 so this shows that each variable has good discriminant validity. The composite reliability test is the part used to test variable indicators. Variables can be said to meet composite reliability if the value of each variable is > 0.70 . The following is the Composite Reliability value of each variable.

Table 3. Composite Reliability

Variable	AVE	Description
Utility Values (X1)	0.955	Reliable
Hedonic Values (X2)	0.942	Reliable
Social Values (X3)	0.940	Reliable
Continuing Purchase Intention (Y)	0.945	Reliable
Customer Trust (Z)	0.944	Reliable

Source: processed primary data, 2023

Based on Table 3, the Composite Reliability value of all variables is > 0.7 so this shows that all of these variables are reliable. A variable can be said to be reliable if it has Cronbach's Alpha > 0.70 . The following is the Cronbach's Alpha value of each variable.

Table 4. Cronbach's Alpha

Variable	AVE	Description
Utility Values (X1)	0.944	Reliable
Hedonic Values (X2)	0.926	Reliable
Social Values (X3)	0.924	Reliable
Continuing Purchase Intention (Y)	0.930	Reliable
Customer Trust (Z)	0.292	Reliable

Source: processed primary data, 2023

Based on Table 4, the Cronbach's Alpha value of all variables is > 0.7 so this shows that all these variables are reliable. The multicollinearity test has the aim of determining multicollinearity between variables by assessing the correlation between independent variables. The following is the multicollinearity test value of each variable.

Table 5. Multicollinearity Test

	Customer Trust	Continued Purchase Intention
Customer Trust		3.662
Hedonic Values	4.884	6.031
Social Values	4.207	4.407
Utility Values	5.388	5.422

Source: processed primary data, 2023

Based on Table 5, the Collinearity Statistic (VIF) results to see the multicollinearity test with the inner results of the customer trust variable on sustainable purchase intentions are 3.62. Then the value of the hedonic values variable on customer trust is 4.884. Then the value of the hedonic values variable on sustainable purchase intentions is 6.032. Then the value of the social values variable on customer trust is 4,207. Then the value of the social values variable on sustainable purchase intentions is 4,407. Then the value of the utility values variable on customer trust is 5,388. Finally, the value of utility values on sustainable purchase intentions is 5,422. The value of each VIP variable <10, so it is stated that there is no multicollinearity.

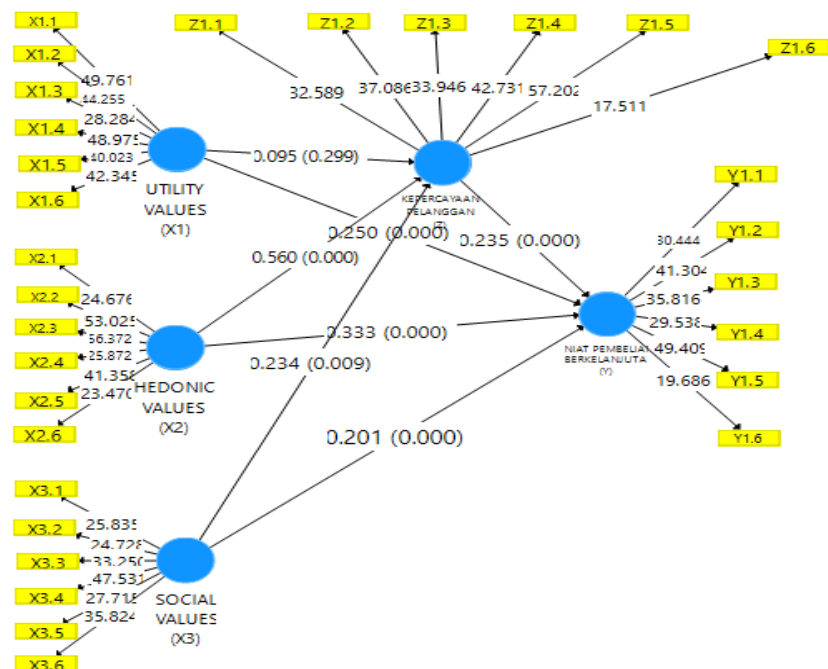


Figure 2. Inner Model

In Figure 2, the result of 0.67 and above for the dependent latent variable in the structural model identifies the effect of the independent variable on the dependent variable in the good category. Meanwhile, if the result is 0.33 - 0.67, it is in the medium category and if the result is 0.19, 0.33, it is in the weak category. The following are the results of the R Square value.

Table 6. R-Square

	R Square	R Square Adjusted
Customer Trust (Z)	0.727	0.722
Continuing Purchase Intention (Y)	0.911	0.909

Source: processed primary data, 2023

Based on the data presented in table 6, the R-Square value of the customer trust variable is 0.727, which means that the variability of the customer trust construct that can be explained by the variables of utility values, hedonic values, social values, and

sustainable purchase intentions is 72.7%, while the rest is explained by other variables outside those studied. According to Chin (1998) in Ghozal and Latan (2015: 81), the R-Square value of 0.67, 0.33, 0.19 can be concluded that the model is strong, moderate, and weak. The conclusion is that the effect is high. The R-Square value of the sustainable purchase intention variable is 0.911, it is interpreted that the variability of the sustainable purchase intention construct that can be explained by the utility values, hedonic values, social values, and customer trust variables is 91.1%, while the rest is explained by other variables outside those studied. According to Chin (1998) in Ghozal and Latan (2015: 81), the R-Square value of 0.67, 0.33, 0.19 can be concluded that the model is strong, moderate, and weak. The conclusion is that the effect is high. The Q Square value is generated by the model as well as the parameter estimates. The Q2 value indicates the model has predictive relevance, if the Q2 value <0 indicates the model lacks predictive relevance.

Table 7. Q-Square

Variable	SSO	SSE	Q ² (=1-SSE/SSO)
Customer Trust	1032.000	490.227	0.525
Hedonis Values	1032.000	1032.000	
Continued Purchase Intention	1032.000	345.552	0.665
Social Values	1032.000	1032.000	
Utility Values	1032.000	1032.000	

Source: primary data processed, 2023

Table 7 shows that the Q2 predictive relevance of the endogenous latent variable customer trust is 0.525 and the intention of sustainable purchases is 0.665 or more than 0, so it can be concluded that it already has predictive relevance. The good of fit assessment is known from the Q-Square value. The Q-Square value has the same meaning as the coefficient of determination (R-Square) in regression analysis, where the higher the Q-Square, the better or more fit the model is with the data. Based on the results of data analysis, the Q square is 0.721 or 72.1%. This means that the amount of diversity of research data that can be proposed by the research model is 72.1%, while the remaining 27.9% is explained by other factors that are outside this study. The GoF value is 0.721, which means it can be concluded that the research model is good and also includes a large GoF. GoF criteria = 0.1 (small GoF), 0.25 (moderate GoF), and 0.36 (large GoF). The hypothesis is accepted if the p value <0.05. In this study, there are direct and indirect effects because there are independent variables, dependent variables and mediating variables. The following are the results of hypothesis testing. If the t-statistic value > 1.967 (=TINV (0.05; 300-3) (t-table of significance 5%) then the effect is significant. Furthermore, through the p value results obtained if the p value on each variable is <0.05 then H0 is rejected. Positive influence can be seen through Original Sample.

Table 8. Direct Effect

Hypothesis	Original Sample	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P Values	Information
Utility Values (X1) → Continued Purchase Intention (Y)	0.250	0.250	0.061	4.087	0.000	Significant
Hedonic Values (X2) → Continued Purchase Intention (Y)	0.333	0.336	0.062	5.388	0.000	Significant
Social Values (X3) → Continued Purchase Intention (Y)	0.201	0.200	0.051	3.927	0.000	Significant

Utility Values (X1) → Customer Trust (Z)	0.095	0.089	0.095	1.008	0.299	Not Significant
Hedonic Values (X2) → Customer Trust (Z)	0.560	0.570	0.087	6.414	0.000	Significant
Social Values (X3) → Customer Trust (Z)	0.234	0.230	0.096	2.444	0.009	Significant
Customer Trust (Z) → Continued Purchase Intention (Y)	0.235	0.233	0.054	4.321	0.000	Significant

Source: processed primary data, 2023

Based on Table 8, utility values have a positive and significant effect on sustainable purchase intentions because the t statistical value is 4.087 which is greater than t table = 1.96 and also a p value of 0.000 which is smaller than 0.05. So, it can be concluded that H1 is accepted. Hedonic values have a positive and significant effect on sustainable purchase intentions because the statistical t value is 5.388 which is greater than t table = 1.96 and also a p value of 0.000 which is smaller than 0.05. So, it can be concluded that H2 is accepted. Social values have a positive and significant effect on sustainable purchase intentions because the statistical t value is 3.927 which is greater than t table = 1.96 and also a p value of 0.000 which is smaller than 0.05. So, it can be concluded that H3 is accepted. Utility values have a positive and insignificant effect on customer trust because the t-statistic value is 1.008 which is smaller than the t table = 1.96 and also the p value is 0.310 which is greater than 0.05. So, it can be concluded that H4 is rejected. Hedonic values have a positive and significant effect on customer trust because the t-statistic value is 6.414 which is greater than t table = 1.96 and also a p value of 0.000 which is smaller than 0.05. So, it can be concluded that H5 is accepted. Social values have a positive and significant effect on customer trust because the statistical t value is 2.444 which is greater than the t table = 1.96 and also a p value of 0.009 which is smaller than 0.05. So, it can be concluded that H6 is accepted. Customer trust has a positive and significant effect on sustainable purchase intentions because the t statistical value is 4.321 which is greater than t table = 1.96 and also a p value of 0.000 which is smaller than 0.05. So, it can be concluded that H7 is accepted. Testing the indirect effect can be seen from the indirect effect of the bootstrapping technique. The summary results can be seen in the following table.

Table 9. Indirect Effect

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P Values	Information
Utility Values (X1) → Customer Trust (Z) → Continued Purchase Intention (Y)	0.022	0.021	0.024	0.939	0.349	Not Significant
Hedonic Values (X2) → Customer Trust (Z) → Continued Purchase Intention (Y)	0.132	0.132	0.034	3.859	0.000	Significant
Social Values (X3) → Customer Trust (Z) → Continued Purchase Intention (Y)	0.055	0.054	0.028	1.987	0.029	Significant

Based on Table 9, it is known that utility values have a positive and insignificant effect on sustainable purchase intentions mediated by customer trust because the t statistical value is 0.939 which is smaller than the t table = 1.96 and also the p value is 0.349 which is greater than 0.05. So, it can be concluded that H8 is rejected. Hedonic values have a positive and significant effect on sustainable purchase intentions mediated by customer trust because the t-statistic value is 3.859 which is greater than t table = 1.96 and also a p value of 0.000 which is less than 0.05. So, it is concluded that H9 is accepted. So, it can be concluded that H9 is accepted. Social values have a positive and significant effect on sustainable purchase intentions mediated by customer trust because the t-statistic value is 1.987 which is greater than t table = 1.96 and also a p value of 0.029 which is smaller than 0.05. So, it is concluded that H10 is accepted. So, it can be concluded that H10 is accepted.

DISCUSSION

The results of the analysis of the hypothesis test for hypothesis 1 show that utility values have a positive and significant effect on sustainable purchase intentions. This is in line with the results of hypothesis testing that the t-statistic is greater than the t table (1,967) which is 4,087 with a large effect (original sample) of 0.250 and a p value <0.05 of 0.000. from these results it can be concluded that hypothesis 1 is accepted, which means that utility values are proven to have a positive and significant effect on sustainable purchasing intentions. TikTok allows users to engage in various challenges, trends, and interactions with the community. This engagement can create a relationship between brands and consumers, increasing the chances of purchase. TikTok users often use the platform as a platform to express their creativity and personality. If a brand can present its products creatively, it can increase purchase interest. The results of this study support research conducted by (Yanson et al., 2022) that the utility value variable value test makes a significant and positive contribution to sustainable purchase intentions. The results of this study are also supported by utility theory which was first proposed by Jereny Bentham, where this theory emphasizes the maximization of happiness or practical benefits, which is in accordance with the concept of utility values. In addition, research (Watanabe et al., 2020) also states that an individual tends to make decisions based on utility values to determine sustainable purchases, thus supporting the hypothesis.

The results of the analysis of the hypothesis test against hypothesis 2 show that hedonic values have a positive and significant effect on sustainable purchasing intentions. This is in line with the results of hypothesis testing that the t-statistic is greater than the t table (1.967), which is 5.388 with a large effect (original sample) of 0.333 and a p value <0.05 of 0.000. from these results it can be concluded that hypothesis 2 is accepted, which means that hedonic values are proven to have a positive and significant effect on sustainable purchase intentions. Viral challenges or trends on TikTok often create fun interactive experiences. Products or services that can engage in these challenges can get positive attention. In addition, brands or products that are successfully associated with fun and positive content on TikTok can create strong hedonic associations, which can motivate purchases. The results of this study support research conducted by Arruda Filho et al. (2020) which found that hedonic values have a positive and significant effect on sustainable purchase intentions. This research is also supported by hedonic theory, which emphasizes the search for pleasure and joy as the purpose of life. In addition, in research Wang et al. (2020) also states that the findings of his research also show a positive and significant relationship between hedonic values and sustainable purchases, so that it can support this hypothesis.

The results of the analysis of the hypothesis test against hypothesis 3 show that social values have a positive and significant effect on sustainable purchasing intentions. This is

in line with the results of hypothesis testing that the t-statistic is greater than the t table (1.967) which is 3.927 with a large effect (original sample) of 0.201 and a p value <0.05 of 0.000. from these results it can be concluded that hypothesis 3 is accepted, which means that social values are proven to have a positive and significant effect on sustainable purchasing intentions. Challenges or trends that gain popularity on TikTok can create social bonds among users. Products or services involved in these challenges or trends can utilize social values to increase purchase intentions. In addition, TikTok users often participate in campaigns or promotions that involve the use of specific hashtags. Products associated with popular hashtags can take advantage of this social value. The results of this study support research conducted by Zahari et al. (2022) which shows that social value plays an important role in shaping sustainable purchase intentions. This research is also supported by Social Identity Theory which can provide a theoretical basis, as it highlights the role of social image in consumer decision making. In addition, research Brown et al. (2018) also confirms that the social value applied to a product or brand has an effect on sustainable purchases, so it can support this hypothesis.

The results of the analysis of the hypothesis test against hypothesis 4 show that utility values have a positive and insignificant effect on customer trust. This is in line with the results of hypothesis testing that the t-statistic is smaller than the t table (1.967), which is 1.008 with a large effect (original sample) of 0.095 and a p value of more than 0.05 of 0.314. So, it can be concluded that the test results of the utility values variable have no significant effect because it has only a small effect on customer trust. Content on TikTok is often creative, entertainment, and more about self-expression than providing information or arguments that support customer trust. Therefore, utility values that are informative in nature do not have much impact on trust formation. In addition, content on TikTok is often short and quick, which can make it difficult to convey detailed utility information. Trust formation often requires more in-depth information and longer time. To strengthen the results of this study, it can be said that customers have other values and factors that are more dominant in shaping their trust in a product or service. Although utility values have an impact, customers pay more attention to other aspects such as product quality, reliability, or customer service. In addition, although utility values can provide added value, customers' perceptions of how important these values are in shaping their trust may vary.

The results of the analysis of the hypothesis test against hypothesis 5 show that hedonic values have a positive and significant effect on customer trust. This is in line with the results of hypothesis testing that the t-statistic is greater than the t table (1.967), which is 6.414 with a large effect (original sample) of 0.560 and a p value <0.05 of 0.000. from these results it can be concluded that hypothesis 5 is accepted, which means that hedonic values are proven to have a positive and significant effect on customer trust. TikTok is known for using interesting music and visual elements in its content. If brands can present content with these elements creatively, this can increase customer appeal and trust. In addition, if the brand or product is able to present content that triggers positive emotions, this can have a positive impact on customer perception and trust. The results of this study support research conducted by Han et al. (2019) which states that hedonic values can have a positive and significant impact on customer trust to repurchase and recommend products to others. This is also supported by consumer experience theory which highlights the importance of positive experiences in building trust, can provide a theoretical basis. Hedonic values are values that influence consumer interest in using a product which is a basic need but more on the basis of subjective considerations. In addition, research Kim et al. (2020) also states that a positive experience and happiness obtained from hedonic values significantly predicts an increase in customer trust over time, so it can support this hypothesis.

The results of the analysis of the hypothesis test against hypothesis 6 show that social values have a positive and significant effect on customer trust. This is in line with the results of hypothesis testing that the t-statistic is greater than the t table (1.967) which is 2.444 with a large effect (original sample) of 0.234 and p value <0.05 of 0.009 from these

results it can be concluded that hypothesis 6 is accepted, which means that social values are proven to have a positive and significant effect on customer trust. A brand's reputation within the TikTok community can affect the level of customer trust. If a brand is seen positively and has the support of the community, this can build customer trust. Brands or products involved in viral challenges or trends on TikTok can create positive engagement with the community. Participation in such trends can increase a sense of community and trust. The results of this study are supported by transaction and interaction theory which emphasizes the importance of positive experiences and customer satisfaction in building trust. In research Guo et al. (2018) states that social value has a positive impact on customer trust through a mediation process involving customer satisfaction and perceived relationship quality in social commerce, so it can support this hypothesis.

The results of the analysis of the hypothesis test against hypothesis 7 show that customer trust has a positive and significant effect on sustainable purchasing intentions. This is in line with the results of hypothesis testing that the t-statistic is greater than the t table (1.967) which is 4.321 with a large effect (original sample) of 0.235 and a p value <0.05 of 0.000. from these results it can be concluded that hypothesis 2 is accepted, which means that customer trust is proven to have a positive and significant effect on sustainable purchase intentions. If customers feel trust in a brand or product, they are likely to give positive recommendations to other users on TikTok. This recommendation can increase the desire of others to make a purchase. Positive reviews from previous customers on TikTok can increase potential users' trust in a product or brand. These testimonials can serve as proof of credibility. The results of this study support research conducted by Mulyati & Gesitera (2020) which states that the relationship between customer trust and sustainable purchase intentions has a positive and significant effect. Building trust requires further efforts in obtaining, maintaining, and increasing consumers. In addition, research Santoso (2021) also states that building trust requires further efforts in obtaining, maintaining, and increasing consumers, so it can support this hypothesis.

The results of the analysis of the hypothesis test against hypothesis 8 show that utility values have a positive and insignificant effect on sustainable purchase intentions mediated by customer trust. This is because the t-statistic value is 0.939 which is smaller than t table = 1.96, original sample of 0.022 and also p value of 0.349 which is greater than 0.05. So, it can be concluded that hypothesis 8 is rejected. TikTok is generally known as an entertainment platform, where users tend to look for entertaining and creative content. Entertainment factors are more dominant than informative utility values, and this can reduce the influence of utility values on sustainable purchase intentions. If TikTok users feel that their purchase risk is low for example, because the purchase value is relatively small or because the product is not very technical, they do not need to rely heavily on in-depth utility information. To reinforce the results of this study it can be argued that there is a lack of direct linkage between utility values, customer trust, and sustainable purchase intentions in certain contexts. Some products or services have certain characteristics that make customer trust indirectly related to purchase decisions, especially if utilitarian aspects become a more dominant factor in the decision process.

The results of the analysis of the hypothesis test for hypothesis 9 show that hedonic values have a positive and significant effect on sustainable purchase intentions mediated by customer trust. This is in line with the results of hypothesis testing that the t-statistic is greater than the t table (1.967), which is 3.859 with a large effect (original sample) of 0.132 and a p value <0.05 of 0.000. from these results it can be concluded that hypothesis 9 is accepted, which means that hedonic values are proven to have a positive and significant effect on sustainable purchase intentions mediated by customer trust. If a brand produces highly entertaining content on TikTok and participates in positive trends, users may associate the hedonic value with the brand. If the content is perceived as creative and fun, this can increase customer trust that the brand can provide a positive experience. High customer trust can then lead users to be more willing to buy products or services offered by the brand. The results of this study support research conducted by Wang et al. (2021) which states that hedonic values have a positive and significant effect on purchase

intention and brand trust. This is also supported by consumer experience theory and experience satisfaction theory which explain how hedonic values influence sustainable purchase intentions through customer trust. In addition, research Varadaja & Charumathi (2019) also states that the value of hedonic shopping is influenced by two concepts, namely social interaction and entertainment, so that it can support this hypothesis.

The results of the analysis of the hypothesis test against hypothesis 10 show that social values have a positive and significant effect on sustainable purchase intentions mediated by customer trust. This is in line with the results of hypothesis testing that the t-statistic is greater than the t table (1.967) which is 1.987 with a large effect (original sample) of 0.055 and p value <0.05 of 0.029. from these results it can be concluded that hypothesis 10 is accepted, which means that hedonic values are proven to have a positive and significant effect on sustainable purchase intentions mediated by customer trust. If a brand actively participates in viral challenges or trends on TikTok and supports positive social values such as diversity, kindness, or inclusiveness, users may associate these values with the brand. If the brand also supports positive interactions within the community, this can build customer trust. High customer trust can then increase the desire to buy products or services from the brand. The results of this study support research conducted by Sigala (2019) which states that social values in relation to influencing consumer behavior in sustainable purchase intentions mediated by customer trust have a positive and significant impact. A customer trust has a role as a mediator that connects social value to sustainable purchasing intentions. In addition, research Bilgihan et al. (2020) also states that the implications of social value can shape customer value perceptions, which in turn, can influence sustainable purchases, so that it can support this hypothesis.

CONCLUSION

In this research, the findings and discussion show that consumer values, namely utility values, hedonic values, and social values, positively and significantly influence sustainable purchasing intentions. This means that when consumers have a high perception of usefulness, hedonic satisfaction, and social values in a product or service, they tend to be more inclined to make purchases that support sustainability. Furthermore, this research highlights the important role of consumer trust in forming sustainable purchase intentions. Although utility value does not have a significant influence on consumer trust, hedonic value and social value are proven to have a positive and significant impact on this trust. Apart from that, consumer trust has also been proven to be a crucial factor influencing sustainable purchasing intentions. This research provides further understanding of how consumer trust is a significant mediator in the relationship between consumer values and sustainable purchasing decisions. Thus, companies and marketers can focus on reinforcing these values and building consumer trust as a strategy to encourage sustainable purchasing.

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*Utility Value,
Hedonic Value and
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