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THE INFLUENCE OF UTILITARIAN VALUE AND HEDONIC VALUE ON OMNI-CHANNEL SHOPPING INTENTION THROUGH TAM PERCEIVED USEFULNESS AND PERCEIVED EASE OF USE

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ABSTRACT

This study aims to determine the effect of Utilitarian Value and Hedonic Value on Omni-Channel Shopping Intention through TAM Perceived usefulness and Perceived ease of use in Indonesia. This technological advancement gave rise to many new phenomena that have been very pronounced lately. The invasion of e-commerce became the starting point for the use of internet facilities in retail business activities. The sample for this study was 250 respondents consisting of retail users who had implemented an omni-channel strategy in selling their products. The analytical method of this research uses quantitative methods using SEMPLS. The results of this study found that Hedonic Value had no statistically significant effect on the Perceived usefulness construct, Hedonic Value had a positive and statistically significant effect on the Omni-Channel Shopping Intention construct, Utilitarian Value construct had a positive and statistically significant effect on the Perceived ease of use construct, Utilitarian The construct value has a positive and statistically significant effect on the Omni-Channel Shopping Intention construct, the perceived usefulness construct has a statistically significant effect on the Omni-Channel Shopping Intention construct and the Perceived ease of use construct has a statistically significant effect on the Omni-Channel Shopping Intention construct. The recommendation from this study is the use of TAM is a source of success for Omni-Channel business.

Keywords: *Hedonic Value, Utilitarian Value, Omni-Channel Shopping Intention, Perceived Ease Of Use, Perceived Usefulness*

1. INTRODUCTION

Industry 4.0, which is often considered the 3rd industrial revolution, is already starting to feel its impact little by little, even though it is not yet fully visible physically in everyday life. Industry 4.0 itself according to Czvetkó et al. [50] is the increasing digitization of the entire value chain resulting in people, objects and systems that are interconnected by real-time exchange of data. Products, machines, and processes that are interconnected by the existence of Artificial Intelligence which creates independent capabilities to be able to respond to changes that occur spontaneously in environmental conditions.

This e-commerce continues to grow, initially only affecting the way people advertise and sell goods, then changing the way people shop, and finally, it continues to change the way retailers in Indonesia do business[1]. The extraordinary acceleration of technological developments has led to the emergence of a new retail business tradition, which is known as Multi-Channel[2]. Multi-channel retailing includes a set of activities aimed at selling goods and services through more than one channel, where these channels coexist and mutually allow interaction between them that is triggered by the customer or deliberately controlled by the retailer [3]. It should be noted that the word "Channel" itself means customer contact points or media where companies and customers interact [4]. In multi-channel, consumers access multiple channels such as stores, online websites, and direct marketing (catalogs). Channels are not connected to each other, in that they are separate companies or entities.

The invasion of e-commerce became the starting point for the use of internet facilities in retail business activities[5]. In fact, the arrival of this internet service provides several conveniences

in running a business, selling and buying goods, updating products, services, and innovation[6]. For example, in marketing, advertising in this e-commerce era, can be done digitally. Another thing from the operational field, now parts such as order processing and order fulfillment can be assisted and made faster with the internet [7]. So in this e-commerce era, most retailers use the facilities that arise because of the internet such as creating their website to show what items they sell, along with their prices, or advertise their products through digital advertisements, using systems that are connected to the internet to monitor and calculate the stock that is still available, and so forth.

The most pronounced difference between the multi-channel concept and the cross-channel concept is that there is no interaction between consumers, and no integration is required on the part of the seller[8]. The cross-channel concept illustrates the interaction between buyers. For example, in the example of a person who didn't go shopping for clothes at the mall, and ended up making a purchase at home, this might be caused by digital news appearing on his smartphone that the product is used by a celebrity (which is actually endorsed by a clothing selling company), which made him interested and finally chose to buy the item directly, for fear of running out of stock. Galipoglu et al. [9] in his journal stated that the main difference between multi-channel and cross-channel is the importance of coordination and integration between channels.

The development of internet technology encourages more and more digital application services in a multi-channel environment, even omni-channel, where companies seek to integrate physical aspects with internet-based channels[10]. Actually Chiang et al.[11] made a breakthrough by developing the concept of service quality in a multi-channel context. This includes physical, virtual, and integration quality components. This means that Multi-channel Integration can actually be considered as part of multi-channel service quality which represents the quality of the overall service experienced by consumers.

When consumers are going to do shopping activities, they are generally driven by various motivations, but most of the typologies assume that utilitarian and hedonic motivation are the basis for understanding consumer shopping behavior. Furthermore, this typology was chosen because it shows the basic reasons to explain the phenomenon of consumption [12]. For consumers, these two motivations are necessary, where on the one hand, utilitarian value is obtained when consumers get products that can meet their needs, and at the same time, hedonic value is obtained when consumers get a pleasant and entertaining shopping experience [13].

2. LITERATURE REVIEW

2.1. Hedonic Value on Perceived usefulness

Online shopping provides an optimal environment for customers by providing fast and inexpensive search and comparison opportunities[14]. Thus, customers gain the ability to access needed (relevant) and accurate information as well as protection from information asymmetry. But online shopping utilities that provide a cost advantage to most customers will not be sufficient for purchase or repurchase[15]. For a business to maintain good customer relationships over the long term depends on whether they serve a hedonic experience in addition to other better products and low price offerings. Hedonic products/services, on the other hand, are multisensory and provide fun, entertainment, and excitement[16]. Therefore, when users use hedonic products/services, their perceptions tend to be processed in a less systematic and more heuristic manner [17]. In the context of our research on social mobile Apps, this statement implies that perceived enjoyment will be more relevant for hedonic Apps and the effect will be higher.

H1: Hedonic Value influences Perceived usefulness

2.2. Hedonic Value towards Omni-Channel Shopping Intention

There are quite a number of studies that examine the influence of utilitarian and hedonic values on purchase intention, particularly with regard to products with information technology nuances. In fact, the utilitarian and hedonic constructs represent consumer motivation, or more specifically, extrinsic and intrinsic motivation[18]. Research by Li et al.[19] proves that there is a positive and significant direct effect of utilitarian values and hedonic values on purchase intention in the context of social commerce products. This study also finds that utilitarian value is a more dominant factor in determining purchase intention.

In the study of Juaneda-Ayensa, Mosquera and Murillo [20] various antecedents of purchase intention can be found in the Omni-Channel context. Among them are performance expectancy variables (one of which is utilitarian value), and hedonic motivation. The results of the study found that performance expectancy has a significant

effect, while hedonic motivation does not affect omni-channel purchase intention.

H2: Hedonic Value influences Omni-Channel Shopping Intention

2.3. Utilitarian Value on Perceived ease of use

Customer perceived value is defined as "a consumer's overall judgment of a product's utility based on perceptions of what is received and what is given" Oláh [21]; "the net trade-off a customer receives from all the relevant benefits and costs or trade-offs delivered by a product or service or supplier and its use"; "the customer's evaluation of what is fair, right, or appropriate for the perceived cost of the offering" [22]; "the function of the 'get' and 'give' components in obtaining offers"; the "difference between benefits and costs" [23]; "efficient and timely service delivery in general" [24]. Perceived utilitarian value is defined as "the overall assessment (assessment) of functional benefits and trade-offs". Utilitarian values are relevant for task-specific use of online shopping, such as economic "value for money" [25] and assessments of convenience and time savings.

H3: Utilitarian Value influences Perceived ease of use

2.4. Utilitarian Value on Omni-Channel Shopping Intention

Utilitarian actually reflects extrinsic motivation, while hedonic reflects intrinsic motivation. In this regard, the study of Sun et al. [26] tries to see whether there is an influence between extrinsic and intrinsic motivation on intention-to-use. But extrinsic motivation has no direct effect, but it can be found in the study, that extrinsic motivation influences intention to use indirectly with intrinsic motivation as the "middleman"[27]. This study is different from other research from Ovaskainen [28], which aims to look at the influence of utilitarian motivation and hedonic motivation on purchase intention, and also uses community usage behavior as a mediating variable. The results of this study confirm that there is a utilitarian and hedonic influence on purchase intention which is mediated by community usage behavior (in the form of browsing).

H4: Utilitarian Value influences Omni-Channel Shopping Intention

2.5. Perceived usefulness of Omni-Channel Shopping Intention

Perceived usefulness is justified as the extent to which a person believes that using the system can improve job performance [29]. It has been validated as a dominant antecedent of continuance intention in various information systems (IS) [30]. If omnichannel enables consumers to get more useful information and shop more effectively, they will continue to use it. Thus, this study surmises that perceived usefulness accelerates the formation of continuance intention.

H5: Perceived usefulness influences Omni-Channel Shopping Intention

2.6. Perceived ease of use of Omni-Channel Shopping Intention

They have adopted models, such as the technology acceptance model (TAM) [31] or the integrated theory of technology acceptance and use (UTAUT) [32]. These studies do not take into account financial factors or the basis of human behavior. The current paper differs in that it considers factors related to omnichannel user behavior in a more comprehensive manner than previous studies. Second, this work describes perceived ease of use, perceived usefulness, and relative advantage based on accessibility which have been verified as important technological factors in omnichannel [33]. Previous works mainly adopted convenience, usability, and profit as exogenous variables [34].

H6: Perceived ease of use affects Omni-Channel Shopping Intention

3. RESEARCH METHODOLOGY

This research is a type of research that uses a quantitative approach. Babones [35] states a quantitative approach as a research approach that mainly uses a post-positivist paradigm in developing knowledge (such as thinking about causation, reduction into variables, hypotheses, and specific questions, using measurements and observations, or testing theories and using research strategies such as experiments and surveys that require statistical data. So that in quantitative research, as the name implies many are required to use numbers, starting from data collection, data interpretation, and the appearance of results [36].The research design is used to measure the relationship between the influence of Utilitarian Value and Hedonic Value on Omni-Channel Shopping Intention through TAM Perceived usefulness and Perceived ease of use in Jakarta. While the descriptive research design is used to describe or explain the variables studied as well as see the relationship and dependence of these variables adapt the subvariables. In the context of this research, we will use a representative sample of retail users who have implemented an omni-

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channel strategy in selling their products. Of course, because omni-channel is a seamless blend of online and offline shopping, the researchers used data on internet users in Indonesia. This study uses 250 respondents finally accepted. The research hypothesis was tested using the Partial Least Square (PLS) based Structural Equation Model (SEM) approach. PLS is a component or variant based structural equation model (SEM). Structural Equation Model (SEM) is a field of statistical study that can test a series of relationships that are relatively difficult to measure simultaneously.

4. RESULTS AND DISCUSSION

4.1. Demographic respondents

Respondents from the distribution of questionnaires obtained 250 respondents who meet the requirements in Jabotabek. A total of 250 respondents whose profiles are described in Table 1. The 250 respondents who participated in this survey, most of them were female (56.8%), aged between 25-34 years (38.8%), located in Jabotabek (100%), have a bachelor's degree (46.4%) which indicates that the respondents perceive as young and educated. The most dominant occupation is private employee (31.6%). And household contests per month Rp. 3,500,001 – Rp. 5.000.0000/month by 39.2%. This respondent profile is relevant to the purpose of this study to analyze the effect of utilitarian value, hedonic value, channel integration quality on Omni-channel shopping intention and shopper satisfaction.

Table 1. Demographic

Demographic Profile		Sample (n)	Percentage
Gender	Female	108	43,2%
	Male	142	56,8%
Age (years old)	17 – 24	73	29,2%
	25 – 34	97	38,8%
	35 – 44	56	22,4%
	45 – 55	15	6%
	>55	9	3,6%
Location	DKI Jakarta	70	28%
	Tangerang City	40	16%
	Tangerang District	40	16%
	Bekasi City	50	20%
	Bogor District	50	20%
Education	Senior High School	13	5,2%
	College's Degree	56	22,4%
	Bachelor's Degree	116	46,4%
	Master's Degree	65	26%
Occupation	Student	41	16,4%
	Freelancer	32	12,8%
	Government Employee	45	18%
	Private Employee	79	31,6%
	Housewife	64	25,6%
	Entrepreneur	52	20,8%
	Professional (Doctor, Lawyer, etc)	34	13,6%
	Others	9	3,6%
Household Expense	< Rp. 3.500.000 /month	33	13,2%
	Rp. 3.500.001 – Rp. 5.000.0000 /month	98	39,2%
	Rp. 5.000.001 – Rp. 7.500.000 /month	77	30,8%
	> Rp. 7.500.000 /month	42	16,8%

In this research, the outer reflective model used is reliability indicator (outer loading), construct reliability (Cronbach's alpha and composite reliability), construct validity (Average Variance Extracted-AVE), and discriminant validity (Heterotrait-Monotrait Ratio). In the external model output test, 17 indicators meet the external loading requirements. The results of the outer model test in Table 2 show that all reliable indicators in the research model are in accordance with the required outer loading values.

Table 2. Reliability and Validity Constructs

Variable & Indicators		Outer Loading	CA	CR	AVE
Omni-Channel Shopping Intention					
CSI1	Shoppers' intention to buy products through applications/platforms (omni-channel)	0,739	0,815	0,862	0,512
CSI2	Recommendations made by shoppers to other shoppers to shop on the omni-channel application/platform	0,753			

CSI3	Plans to buy products from the same app/platform again	0,779			
Utilitarian Value					
UV1	The application provides various types of diverse products and detailed information about these products	0,801	0,860	0,895	0,588
UV2	The product prices offered are very competitive	0,791			
UV3	The application system provides convenience in shopping (easy and fast)	0,734			
Hedonic Value					
HV1	When shopping on applications that implement omni-channels, it gives a sensation of adventure	0,792	0,764	0,849	0,586
HV2	Less stress when shopping and browsing apps	0,840			
HV3	The convenience of shopping on the app/platform because you are shopping for someone special.	0,643			
HV4	Enjoy while hunting for discount promotions	0,775			
HV5	Shopping on certain platforms provides an opportunity to be social	0,776			
Perceived Usefulness					
PU1	When shopping for an application that implements omni-channel, it will improve my performance in maintaining my car's assets	0,819	0,886	0,917	0,688
PU2	In my opinion, Overall, shopping on a particular platform provides will be beneficial for me	0,853			
PU3	Shopping on applications that implement omni-channel will streamline my time	0,839			
Perceived Ease of Use					
PEU1	In my opinion, shopping on applications that implement omni-channels will be very easy to use	0,722	0,889	0,914	0,602
PEU2	When shopping on applications that implement omni-channels, the interactions you get will be very clear and easy to understand	0,778			
PEU3	I feel helped by the convenience provided by the shopping application on Omni-Channel	0,760			

Table 2 shows that all indicators have outer loading > 0.70 as needed, with Cronbach alpha and composite reliability greater than 0.7 which indicates the internal consistency of the construct is reliable. AVE measures a convergent validity check, where all values have an AVE of 0.50, indicating that all constructs explain at least 50 percent of the item variance and therefore establish validity [37].

Heterotrait-Monotrait Ratio (HT/MT) is used to test Discriminant Validity because this method is known to have a more precise value [37]. Referring to Henseller et al., [38] the recommended threshold value is 0.85 to establish that each construct indicator is conceptually different. Table 3 (HT/MT Ratio) shows that all HT/MT values are far below the 0.85 threshold for all variables. Thus, it is concluded that all the indicators used in this research model have sufficient discriminatory power to measure their respective constructs.

Table 3. Discriminant Validity: HT/MT Ratio

Variables	Utilitarian Value	Perceived usefulness	Utilitarian Value	Omni-Channel Shopping Intention	Perceived ease of use
Utilitarian Value					
Perceived usefulness	0,794				
Utilitarian Value	0,846	0,754			
Omni-Channel Shopping Intention	0,704	0,839	0,708		
Perceived ease of use	0,819	0,752	0,753	0,812	

It can be concluded that all indicators in this research model have been well discriminated against and can measure their respective constructs. Each indicator can accurately and specifically measure its construct. There are three parameters to test the reliability and validity of the outer model above, namely reliability indicators (outer loading), construct reliability (Cronbach's alpha and composite reliability), construct validity (average variance extract), and discriminant validity (Heterotrait-Monorait). comparison).

Because goodness of fit is not used in PLS-SEM as suggested by Hair et al., [51], this study uses R2 to measure prediction accuracy and the cross redundancy value of Q^2 to measure the relevance of the predictions of the test model. As a benchmark, R2 values of 0.75, 0.50, and 0.25 can be considered substantial, moderate, and weak [51]. Perceived usefulness has R^2 = 0.492 and Q^2 = 0.575, Perceived ease of use has R^2 = 0.553 and Q^2 = 0.437,) and Omni-Channel Shopping Intention (R^2 = 0.732; Q^2 = 0.219). Both Perceived usefulness and Perceived ease of use have moderate predictive accuracy [51]. These results may indicate that Perceived usefulness and Perceived ease of use can encourage positive Omni-Channel Shopping Intention.

Hypothesis testing with the bootstrap procedure was carried out to determine the effect of variables and determine whether the hypothesis proposed by this study was supported. A bootstrap approach is used to determine the significance of the data. The T-statistic cut-off value > 1.645 (one sided) with an alpha of 0.05 is used as a criterion to determine whether the hypothesis is supported or not.

Table 4. Significance and Coefficient

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Hedonic Value -> Perceived usefulness	0,024	0,028	0,066	0,369	**0,712**
Hedonic Value -> Omni-Channel Shopping Intention	0,744	0,748	0,027	27,161	**0,000**
Utilitarian Value -> Perceived ease of use	0,500	0,502	0,076	6,555	**0,000**
Utilitarian Value -> Omni-Channel Shopping Intention	0,701	0,704	0,036	19,404	**0,000**
Perceived usefulness -> Omni-Channel Shopping Intention	0,487	0,085	0,055	3,582	**0,014**
Perceived ease of use -> Omni-Channel Shopping Intention	0,439	0,432	0,080	5,497	**0,000**

Based on the results of the PLS-PM analysis, as can be seen in Table 4, Hedonic Value has no statistically significant effect on the Perceived usefulness construct (β=0.701, P>0.05). These results empirically do not support Hypothesis 1.

This is in accordance with the results of Alam et al. [52] states that the antecedents of utilitarian value are perceived cost, attitude, perceived usefulness, and perceived ease of use, while the hedonic value antecedents are perceived cost, attitude, and perceived usefulness, except for perceived ease of use. This is contrary to the results of research [39] which states that the personalization of some features in internet-based services such as e-commerce, mobile commerce or social commerce has made the system more hedonic to complement its utilitarian values (usability, achievement) into a useful and enjoyable system [40]. For this reason when investigating the use and adoption of social commerce we must take these values into account because the propensity to use social commerce can be influenced by their hedonic or utilitarian values, and they can be important predictors of the adoption of new technologies [41].

In addition, the Hedonic Value construct has a positive and statistically significant effect on the Omni-Channel Shopping Intention construct (β=0.087, P<0.05). These results empirically support Hypothesis 2. This is contrary to the results of research by Najib et al.[55] which shows that both utilitarian and hedonic values have no effect on purchase intention. Research that is also in line with exploring this topic can be found in the study of Kazancoglu and Aydin [42], although the results are different from the research of Juaneda-Ayensa, Mosquera and Murillo [43]. In this study, the results prove that hedonic motivation and performance expectancy have a significant effect on purchase intention in an omni-channel shopping environment.

In addition, the Utilitarian Value construct has a positive and statistically significant effect on the Perceived ease of use construct (β=0.774, P<0.05). These results empirically support Hypothesis 3. This is contrary to the results of a study by Xu et al [56] which stated that the effect of perceived ease of use on perceived usefulness is stronger for high utilitarian function than for low utilitarian function. The results of the analysis find that the hypothesis is accepted, and shows that utilitarianism is the dominant factor in influencing Perceived ease of use. On the other hand, there is also research that reflects utilitarian through the usefulness dimension, and hedonic through the enjoyment dimension [44]. Chun and his two friends' research used a sample of students in Korea[45]. The results prove that there is a positive and significant direct effect between utilitarian-usefulness and hedonic-enjoyment, on the adoption-intention to use smartphone products[46].

In addition, the Utilitarian Value construct has a positive and statistically significant effect on the Omni-Channel Shopping Intention construct (β=0.024, P<0.05). These results empirically support Hypothesis 4. This is contrary to the results of research by Najib et al.[55] which states that the results of the study show that both utilitarian values and hedonic values together have no effect on purchase intention. On the contrary, they partially give a significant effect on purchase intention. This is supported by Dang et al. [47] examined the role of utilitarian values, hedonic values, and perceived risk on customer repeat purchase intentions. This research has a B2C e-commerce context. The results show a positive influence between the variables above[48]. This journal explains that several dimensions describe utilitarian value, namely: (1) Product offerings; (2) Product information; (3) Monetary savings; and (4) Convenience. While the hedonic value is described as having 6 dimensions, which are: (1) Adventure; (2) Gratifications; (3) Roles; (4) Best deals; (5) Social; and (6) Ideas.

In addition, the construct's Perceived usefulness has no statistically significant effect on the Omni-Channel Shopping Intention construct (β=0.500, P<0.05). These results empirically do not support Hypothesis 5. These results empirically support Hypothesis 5. This is contrary to the results of research by Mulyani et al.[54] which states that perceived usefulness does not have a significant effect on purchase intention. This is in accordance with the results of Khan et al. [49] considers mobile commerce to be the second wave of e-commerce. Most studies of end-user beliefs and attitudes are conducted long after a system has been adopted; while early adoption is the first step in long-term use, the factors influencing use may not be the same as those influencing early adoption, or the degree of influence may vary [36]. Several papers have addressed the issue of pre-adoption criteria for omnishoppers, and explanations of why users behave in certain ways toward information technology have focused largely on instrumental beliefs, such as perceived usefulness and perceived ease of use, as drivers of usage intention[28].

In addition, the Perceived ease of use construct has a statistically significant effect on the Omni-Channel Shopping Intention construct (β=0.439, P>0.05). These results empirically support Hypothesis 6. This contradicts the results of research by Kahar et al.[53] which states that Perceived ease of use has no significant effect on repurchase intention at Tokopedia.com. Existing technology acceptance models include the concept of effort expectation as perceived ease of use (TAM/TAM2) or ease of use (Innovation Diffusion Theory). According to previous research [29,31], the effort expectation construct is significant in the context of voluntary and mandatory use [32] and positively influences purchase intention.

5. CONCLUSION

Based on the results of the analysis above, it was found that Hedonic Value had no statistically significant effect on the Perceived usefulness construct, Hedonic Value had a positive and statistically significant effect on the Omni-Channel Shopping Intention construct, Utilitarian Value construct had a positive and statistically significant effect on the Perceived ease of use construct , Utilitarian Value construct has a positive and statistically significant effect on the Omni-Channel Shopping Intention construct, Perceived usefulness construct has a statistically significant effect on the Omni-Channel Shopping Intention construct and Perceived ease of use construct has a statistically significant effect on the Omni-Channel Shopping Intention construct.

This research shows that in order to improve consumer perceptions of utilitarian value, Omni-Channel stores should provide consumers with a wider selection of products at lower costs, the same quality products at lower prices, instant access to large volumes of product and service information and a shopping environment which is more convenient and comfortable. In addition, today's consumers are demanding more fun and entertainment from Omni-Channel retailers beyond

their utilitarian values. Therefore, this study shows that in order to improve consumer perceptions of hedonic value, online retailers must provide consumers with a more enjoyable shopping experience.

In addition, the results of the analysis reveal that perceived usefulness, online shopping attitudes, and perceived ease of use are significant determinants of consumers' perceived utilitarian and hedonic values. One of the interesting findings from this study, the effect of the perceived usefulness dimension is relatively higher than perceived ease of use and online shopping attitudes on the perceived value of utilitarian online shopping by consumers.

This research has been carried out optimally. However, there are limitations to the study, namely the selection of research objects and limited samples, thus limiting the generalization of research results. Future studies may consider adding other research objects for comparison, increasing the research sample size to a larger size, and for future research it is necessary to include the role of technology in examining perceptions of utilitarian value, hedonic value and channel integration quality on shopper satisfaction.

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