

**UTILITARIAN AND HEDONIC EFFECT ON LOYALTY THROUGH TRUST WITH PRICE CONSCIOUSNESS AS MODERATING VARIABLE IN INDONESIAN E-MARKETPLACES**

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**ABSTRACT**

The purpose of this study is to find out how much influence the utilitarian and hedonic have on consumer loyalty e-marketplaces in Indonesia, through the mediation of trust, and price consciousness as moderation. The total number of respondents was 200 people who were distributed in one of the online community forums on social media using the convenience sampling technique, and data were analyzed using Structural Equation Model (SEM). This study proves that there is no direct influence of hedonic and utilitarian on loyalty, and also there is an insignificant effect of price consciousness as moderation on the loyalty of e-marketplace service users in Indonesia. However, this study shows that trust plays an important role as a full mediator in increasing the loyalty of e-marketplace users in Indonesia, which means that the indirect effects of the model have very significant influences. Thus, these findings prove that the loyalty model in Indonesian e-marketplaces is a function of increasing the Utilitarian and Hedonic followed by increasing trust.

**Keyword:** Utilitarian, Hedonic, Trust, Price Consciousness, Loyalty.

**1. INTRODUCTION**

The presence of internet technology or wireless networks has changed the behavior of society in general, where the search for information and communication becomes easier, the emergence of the internet also has an impact on the economic activities of the society in general. The results of the APJII survey (2020) regarding online stores that are most often used by internet users in Indonesia to buy necessities consist of Shopee, Lazada, Tokopedia, Bukalapak, Facebook, and the like, where the survey results are interpreted with a purchase frequency of three times a month or a week. Four of the five types of online stores that are often used are of the Electronic Marketplace type, E-marketplaces are online intermediaries designed to build buyer-seller relationships and facilitate transactions between them, this involves trilateral relationships such as buyers, sellers, and is managed by e-providers/-marketplace (Chang & Wong, 2010).

Study of E-Commerce Implementation Constraints in Indonesia by (Firmansyah, 2017) where technical problems such as the absence of a standard governing the quality of e-commerce and non-technological limitations such as the absence of government regulations related to the mechanism of trade transactions through e-commerce give concern to the consumers, as well as the perception that e-commerce is not safe, makes users worried. This is reinforced by the Tokopedia data leak in 2020 where the findings of the Indonesian Cyber Research Institute CISSRec as many as 91 million Tokopedia user data were stolen by hackers in May 2020, and the

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same thing happened to Bukalapak and Lazada in 2019 and 2015 (Tech – Editor, CNBC Indonesia, 2020).

Generally, e-marketplace service providers offer various benefits such as cashback, free shipping, flash sales, loyalty programs, and other programs to convert visitors into buyers and the programs offered are not only to maintain the company's position but also to strengthen the company in online shopping channels. (Sands, Ferraro, Campbell, & Palant, 2016). Consumer loyalty can be influenced by benefits derived from utilitarian, hedonic and symbolic which encourage consumers to make purchases regularly because of the perceived benefits of program services (Stone, Bearman, Butscher, & Gilbert, 2004).

Utilitarians derive from financial gain (Bolton, Lemon, & Verhoef, 2004). Research conducted by (Stathopoulou & Balabanis, 2016) shows that the utilitarian of a program affects loyalty, but the research of (Omar, Ramly, Alam, & Nazri, 2015) where the utilitarian of the program offered has no effect on loyalty, shows that there is a gap between research by Omar, et al (2015) which found no effect and (Stathopoulou & Balabanis, 2016). Hedonism comes from non-instrumental, experiential, emotional, and personal satisfaction (Hirschman & Holbrook, 1982). A direct positive influence is generated from hedonic on customer loyalty, where the hedonic offered will make customers loyal (Stathopoulou & Balabanis, 2016).

Trust has a significant impact on online shopping (Madjid, Ma'ruf, Ibrahim, & Havizatun, 2018). Trust is consumer confidence in the reliability and integrity of the company (Wulf, Odekerken-Schröder, & Iacobucci, 2001), where increasing trust increases credibility which is very important for the company (Halimatussakdiah, Tabrani, & Saputro, 2018). The positive utilitarian influence of the program offered forms trust in customers (Stathopoulou & Balabanis, 2016). Hedonism has an influence on trust in consumers of jeans brands in America and India (Bennur & Jin, 2017).

Price consciousness or price awareness from customers is expected to be able to fill the gap between utilitarian to loyalty and utilitarian and hedonic to trust by being a moderator or variable that strengthens or weakens the two relationships. Consumers who are aware of prices are more easily involved in searching for information, so they spend more time evaluating the features of existing products so that they better understand or understand the value offered by the company. In addition, because consumers who seek information are more rational and economical, they balance price offerings with other aspects of offerings. Therefore, consumers who are aware of the price they get can appreciate the offers provided so that they are satisfied with the offer and leading them to remain loyal to shopping or using the existing platform.

## **2.LITERATURE**

(Ha & Park, 2013) have proven that there is an influence of utilitarian on loyalty in buying smartphone and notebook products. Research conducted by (Stathopoulou & Balabanis, 2016) shows that there is a link between the direct effects of utilitarianism on consumer loyalty.

(Ha & Park, 2013) shows that there is an influence resulting from hedonic on smartphone and notebook loyalty. This can also be seen from the research of (Stathopoulou & Balabanis, 2016) finding the effect of a positive relationship from a direct hedonic influence on loyalty to clothing stores.

Many studies confirm the positive effect resulting from the relationship between trust on loyalty (Choi & La, 2013); (Castaldo, Perrini, Misani, & Tencati, 2009). Previous research has highlighted

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the positive role of trust in loyalty (Dastan & Gecti, 2014); (Alhaddad, 2015); (Groß, 2018), in which trust in a brand can increase the loyalty of a company.

The existence of a utilitarian influence on trust is confirmed by (Stathopoulou & Balabanis, 2016), but research conducted by (Kim, 2019) which examines monetary saving which is part of utilitarianism does not affect customer trust in Airbnb services. Although the results of the two studies are contradictory, where research by Stathopoulou & Balabanis (2016) gives a utilitarian influence on loyalty whereas (Kim, 2019) proves that there is no influence, due to the different objects studied where (Stathopoulou & Balabanis, 2016) in clothing stores and (Kim, 2019) on the second party from the online rental service provider platform will be considered, so in this study, the researcher believes that there is a utilitarian influence from the service program offered on customer trust.

The existence of a link between the hedonic benefits of the program offered can affect trust has been carried out by (Stathopoulou & Balabanis, 2016). (Kim, 2019) found that hedonic entertainment can positively affect the trust of Airbnb service users.

The influence of utilitarians on high-end and low-end clothing store customers on consumer loyalty to clothing stores where consumer confidence in the clothing store passes through has a positive influence (Stathopoulou & Balabanis, 2016). The existence of a mediating effect of trust on mobile-shopping purchases from the effect of the utilitarian relationship on mobile-shopping on mobile-shopping user loyalty has been confirmed by (Groß, 2018) where the effect of the relationship is positive.

Research conducted by (Stathopoulou & Balabanis, 2016) produced empirical evidence regarding the influence of consumer trust in the direct relationship that occurs between hedonic benefits received by consumers and consumer loyalty, and research conducted by (Kim, 2019) shows that one of the factors from hedonism, namely Entertainment can affect Airbnb consumer confidence and increase Airbnb consumer loyalty.

Sales promotion has suggested that price consciousness moderates the effect of low-price guarantees on consumers' pre-purchase evaluations, behavioral intentions (Dutta & Biswas, 2005), and store loyalty (Kukar-Kinney, 2006). (Konuk, 2015) found that price-conscious consumers are less concerned with product quality, they enjoy planning and shopping, when they shop, they usually buy impulsively to change brands and feel attracted to new products.

Information processing on price consciousness depends on the level of benefits offered by the promotion. Based on (Hardesty & Bearden, 2003) when the benefits offered by promotions are small, consumers will not process the information obtained because the benefits obtained are small. Consumers who are aware of high prices generally search for lower costs because their focus is only on price information (Kukar-Kinney, Walters, & MacKenzie, 2007). The findings obtained by (Manning, Sprout, & Miyazaki, 2003) indicate that consumers who are relatively wary of paying low prices will be motivated to process unit price information, and thus are more likely to develop unit price knowledge.

**Hypotheses 1:** Utilitarian influences loyalty to Indonesian e-marketplace users.

**Hypotheses 2:** Hedonic influences loyalty to Indonesian e-marketplace users.

**Hypotheses 3:** Trust influences loyalty to Indonesian e-marketplace users.

**Hypotheses 4:** Utilitarian influences trust in Indonesian e-marketplace users.

**Hypotheses 5:** Hedonic influences trust in Indonesian e-marketplace users.

**Hypotheses 6:** Utilitarian influences loyalty through trust in Indonesian e-marketplace users.

**Hypotheses 7:** Hedonic influences loyalty through trust in Indonesian e-marketplace users.

**Hypotheses 8:** Price consciousness can strengthen the utilitarian influence on loyalty to Indonesian e-marketplace users.

**Hypotheses 9:** Price consciousness can strengthen the hedonic effect on loyalty to Indonesian e-marketplace users.

### 3.METHOD

The research method survey instrument was made by adapting measurements from previous studies to ensure the validity of the contents of the scales. The utilitarian scale adapts research from (Wagner, Hennig-Thurau, & Rudolph, 2009), (Mimouni-Chaabane & Volle, 2010), and (Bose & Rao, 2011). Hedonic scale adaptation of research from (Rintamäki, Kanto, Kuusela, & Spence, 2006), (Mimouni-Chaabane & Volle, 2010), and (Bose & Rao, 2011). Price consciousness research adaptation of (Lindblom, Lindblom, & Wechtler, 2018). Adaptation beliefs from research by (Ba & Pavlou, 2002) and (Hanzaee & Andervazh, 2012). Loyalty adaptations of Song, (Song, Wang, & Han, 2019) and (Hanzaee & Andervazh, 2012).

Questionnaires were distributed online on one of the social media forums in Indonesia using the convenience sampling technique, from the results of distributing the questionnaires obtained as many as 226 respondents of which 200 respondents met the criteria of the study which shopped through e-marketplaces 2 times a month and aged between 16 and 50 years.

The results of the questionnaire describe the majority of respondents are women 75% and men 25%. As many as 58.6% of respondents choose to shop at Shopee as the first choice in shopping on e-marketplaces compared to Tokopedia and Bukalapak, where Bukalapak gets a very small portion as the main choice, which is only 3.7%. And in general, respondents shop through e-marketplaces 3 to 5 times a month.

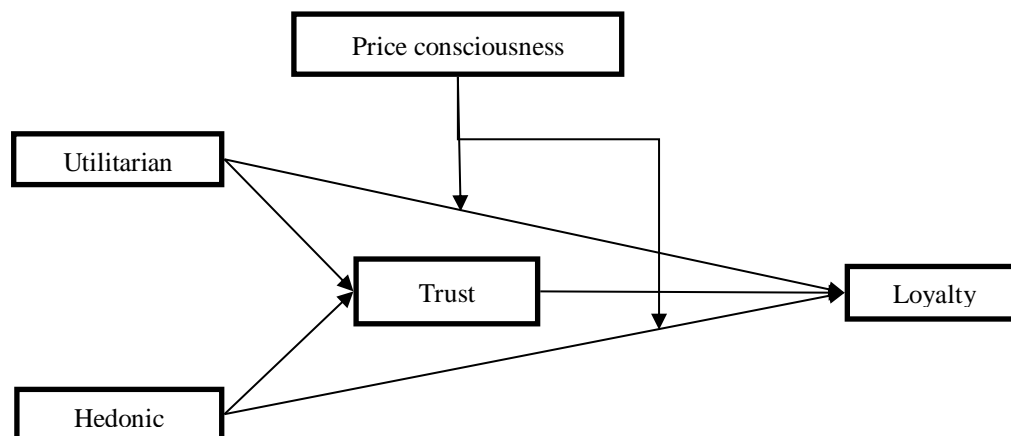


Figure 1. Research Paradigm

### 4.RESULT

To measure the reliability of each indicator of the research variable, this study used the confirmatory factor analysis Amos 23 which shows good results where the value of the reliability was measured through the loading factor value of 0.5, and validity is measured by looking at the construct reliability value > 0,7 and average variance extracted > 0,5. In this study, 2 indicators did not meet the criteria or recommended values, namely UT4 and LS1, so they had to be excluded from this research model. In Table I there is a summary of the results of the reliability and validity tests in this study.

**Table 1. Reliability and Validity**

Variable	Loading Factor	CR	AVE
UT1 ← Utilitarian	0.712	0.883	0.717
UT2 ← Utilitarian	0.604		
UT3 ← Utilitarian	0.750		
HS1 ← Hedonic	0.612	0.942	0.730
HS2 ← Hedonic	0.663		
HS3 ← Hedonic	0.747		
HS4 ← Hedonic	0.740		
HS5 ← Hedonic	0.669		
HS6 ← Hedonic	0.677		
KP1 ← Trust	0.749	0.937	0.712
KP2 ← Trust	0.681		
KP3 ← Trust	0.720		
KP4 ← Trust	0.773		
KP5 ← Trust	0.635		
KP6 ← Trust	0.771		
PC1 ← Price Consciousness	0.597	0.886	0.725
PC2 ← Price Consciousness	0.792		
PC3 ← Price Consciousness	0.777		
LS2 ← Loyalty	0.617	0.853	0.661
LS3 ← Loyalty	0.667		
LS4 ← Loyalty	0.760		

The results of the final test of the research framework model refer to the values of CMIN/DF, RMSEA, GFI, AGFI, TLI, NFI, and CFI with the average value following the recommended standard so that the research framework model can be confirmed with a CMIN/DF value of 1.437 < 2.00, RMSEA 0.047 0.08, GFI 0.905 0.90, TLI 0.973 0.90, NFI 0.933 0.90 and CFI 0.978 0.95, for the results of the goodness of fit value of this research model summarized in Table II below.

**Table 2. Goodness of Fit Model**

Goodness of Fit Index	Cut off Value	Results
CMIN/DF	< 2,00	1,437
RMSEA	≤ 0,08	0,047
GFI	≥ 0,90	0,905
AGFI	≥ 0,90	0,868
TLI	≥ 0,90	0,973
NFI	≥ 0,90	0,933
CFI	≥ 0,95	0,978

After the results of the goodness of fit model test are following the recommended value, then the research critical ratio will be seen to see the level of significance of the relationship from the research model path. In this study, direct relationship, mediation, and moderation tests were carried out using the Ping method (Ping, 1995) by multiplying each value of the two related variables whereas in this study the Price Consciousness value was multiplied by the Utilitarian and Hedonic values, to be clearer, it can be seen in Figure 2. The final results of the research model are below.

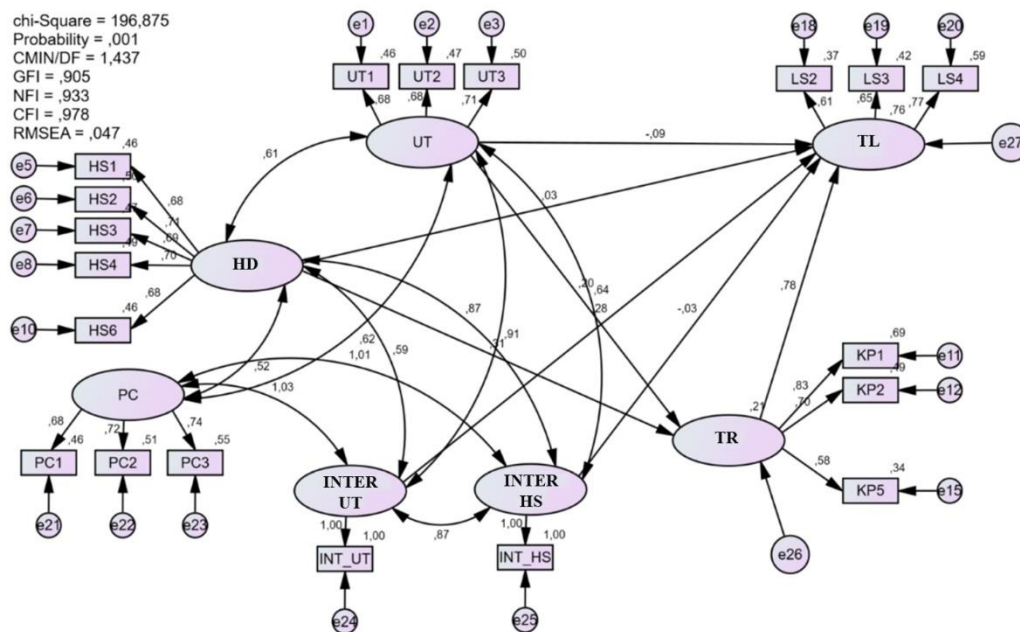


Figure 2. Structural Model Result

The value of significance of this study used a p-value < 0.05 and a minimum CR value > 1.96 so that the direct hypothesis, namely utilitarianism, has an effect on loyalty to Indonesian e-marketplace users, and hedonic influence on loyalty to Indonesian e-marketplace users is rejected or not significant.

In this study, utilitarianism affects trust, according to research by (Stathopoulou & Balabanis, 2016), (Dastan & Gecti, 2014), (Hanzaee & Andervazh, 2012), and hedonic has a positive influence on trust in Indonesian e-marketplace users, which is acceptable or significant (Hanzaee



& Andervazh, 2012); (Stathopoulou & Balabanis, 2016); (Kim, 2019) the hypothesis of this relationship has met the recommended CR value of 1.96.

Trust has a significant and positive effect on loyalty, this is following the research of (Dastan & Gecti, 2014), (Alhaddad, 2015), and (Groß, 2018), the three studies produced a positive value of the influence of trust on loyalty.

Testing the moderation effect of the price conscientiousness in strengthening the utilitarian influence on loyalty and the hedonic influence on loyalty, the results show they are all rejected or not significant, where the resulting value is not following the requirements. For more clearly can be seen in Table 3 as the summary of the hypotheses.

For the two mediation hypotheses, which were tested using the Sobel test calculator, the results show the result provides the p-value of 0.00001 means trust can mediate the hedonic and utilitarian effects on the loyalty of Indonesian e-marketplace users, which is also in line with the research by (Stathopoulou & Balabanis, 2016); (Kim, 2019).

**Table 3. Hypothesis Summary**

			<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>
Trust	<---	Utilitarian	0.218	0.069	3.181	0.001
Trust	<---	Hedonic	0.348	0.076	4.582	***
Loyalty	<---	Utilitarian	-0.094	0.077	-1.214	0.225
Loyalty	<---	Hedonic	0.036	0.077	0.461	0.645
Loyalty	<---	Trust	0.747	0.119	6.251	***
Loyalty	<---	INTER_Hedonic	-0.001	0.007	-0.160	0.873
Loyalty	<---	INTER_Utilitarian	0.012	0.008	1.578	0.115

**5.CONCLUSION**

Based on the results of the studies that have been described previously, the following conclusions can be drawn.

- 1.The influence of hedonic and utilitarian is significant on the trust of the Indonesian e-marketplaces and the result also provides a positive coefficient. The p-value and critical ratio are following the existing criteria, so that if the value of Utilitarian and Hedonic increases then the value of Trust in the Indonesian E-Marketplace will rise positively.
- 2.The relationship between hedonic and utilitarian variables on Indonesian e-marketplace loyalty has no influence where the critical ratio and p values do not meet the standard of value determination. Researchers see this as a natural thing considering that access to similar platforms is easy so that users can compare the offers provided by these platforms and cause very rapid behavior changes if users feel that they are not benefiting from the transactions made.
- 3.The effect generated by trust on loyalty is significant and has a positive coefficient. The critical ratio and p-value have met the existing provisions so that if trust increases positively, loyalty to Indonesian e-marketplaces will also increase positively.
- 4.The trust acts as a full mediation on the utilitarian and hedonic relationship on loyalty, where the mediating role of trust in utilitarian and hedonic relationships is very integral so that if the

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utilitarian and hedonic values are not strengthened by user trust in Indonesian e-marketplaces, the influence of utilitarian and hedonic cannot increase loyalty. This is proven by the results of the Sobel test where the p-value meets the criteria.

5. Price consciousness cannot strengthen or weaken the utilitarian and hedonic effects on loyalty because the critical ratio value and the significance do not meet the requirements.

Thus, these findings prove that the loyalty model in e-marketplaces is a function of an increase in Utilitarian and Hedonic followed by an increase in trust. This finding contributes to academia, where this tested model can be the basis for further research where the next researchers can use this model to develop further research, by adding other new variables. Reviewing the results also provides some suggestions for the practitioners, especially the research subject. The Indonesian e-marketplaces need to pay better attention to user trust, such as increasing reliable promises, increasing honest services, and improving the information security of Indonesian e-marketplace users. This is because the trust factor is crucial for the formation of loyal customers to the Indonesian e-marketplaces, based on the results of the mediation test where trust fully mediates the utilitarian and hedonic relationship on loyalty.

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