Uncertain Supply Chain Management 12 (2024) 1681–1692

Contents lists available at GrowingScience

Uncertain Supply Chain Management

homepage: www.GrowingScience.com/uscm

Utilitarian value and hedonic value: Empirical evidence of purchase intention at Soekarno-Hatta international airport

Erman Noor Adi[a], Prasadja Ricardianto[a], Muhamad Fitriono[a], Ikawati Ikawati[b], Tri Gutomo[b], Tyas Eko Raharjo[b], Sri Yuni Murtiwidayanti[b], Akhmad Purnama[b], Istiana Hermawati[b], and Endri Endri[c*]

[a]*Institute of Transportation and Logistics Trisakti, Jakarta, Indonesia*
[b]*Badan Riset dan Inovasi Nasional, Jakarta, Indonesia*
[c]*Universitas Mercu Buana, Jakarta, Indonesia*

A B S T R A C T

Article history:
Received January 20, 2024
Received in revised format January 27, 2024
Accepted March 20 2024
Available online March 20 2024

Keywords:
Airport reward program
Customer intention
Hedonic value
Purchase intention
Utility value

The problem at Soekarno-Hatta Airport was the need for more facilities with value for consumers, both utilitarian and hedonic. The research examines the impact of Utilitarian and Hedonic Values on Purchase Intentions, which Customer Intentions mediate. Based on the data, the research approach used was quantitative. According to the explanation category, this research is asymmetric causal research. The study population comprised business class passengers of full-service airlines at Soekarno-Hatta International Airport with various destinations, and the sample size was 219 respondents. The sampling technique was non-probability sampling, in this case, incidental sampling. The method of secondary data collection used was a study-desk with technical data using SEM-PLS. The results showed that Hedonic Value and Purchase Intention directly and significantly influenced Customer Intention and Purchase Intention. Customer Intention Hedonic Value had a positive but insignificant impact on purchase intention.

1. Introduction

Nowadays, an airport is viewed not only from the aspect of aviation business but also from related companies (Ricardianto et al., 2022). At an airport, passengers and those accompanying them can do shopping or culinary activities. Therefore, airport management tries to grow this non-aviation business aspect, for example, by launching an airport reward program, improving an airport loyalty program, and improving the airport service quality. There is some previous research on airport reward programs and their impact on the consumer's desire to visit an airport. One of the previous research was conducted by Wu and Tsui (2020) at Changi Airport in Singapore, which is referred to in this research. That research uses perceived benefit or Changi Reward Benefits as an independent variable. In contrast, purchase intention becomes a dependent variable with two proxies: the time spent at the airport and the purpose of visiting the airport. Meanwhile, the intervening variable is customer intention with two proxies: reward-driven and knowledge-driven. This research is expected to be novel. That is why this research strengthens the research model of Wu and Tsui (2020) and Yanson et al. (2022a) by incorporating the variables of utilitarian value and hedonic value and concerning the utilitarian and hedonic values at an airport, comparing the utilitarian and hedonic shopping values. Chung (2015) finds that the latter has a more substantial influence on shopping behavior at an airport. Then, such a research model is strengthened further by the research model of Bezerra and Gomes (2019), which incorporates airport service quality (ASQ). Graham (2013) and Zhang and Zhang (1997) state that airport business can be

* Corresponding author
E-mail address endri@mercubuana.ac.id (E. Endri)

ISSN 2291-6830 (Online) - ISSN 2291-6822 (Print)

doi: 10.5267/j.uscm.2024.3.013

classified into aviation operations and non-aeronautical activities. Such a condition can be seen at modern international airports like Singapore Changi Airport, the Korean International Airport of Incheon, and London's Heathrow Airport (Fasone et al., 2016). Modern international airports make many efforts to expand their services and non-transportation facilities to transform an airport from an ordinary place into a commercial hub offering various extraordinary services and commercial activities. Such an investment has become valuable and generated a significant income for every airport (Han et al., 2015). In another research, Akan et al. (2022), through the Theory of Planned Behavior, add an environmental awareness to predict the factors influencing the Intention to purchase an airline. Some other research has been conducted on customer intention, which is much used as an intervening variable for Indonesian airlines' products and services as well as airports (Budiarto et al., 2023; Ricardianto et al., 2023; Kim et al., 2020; Pahala et al., 2021; Moslehpour et al., 2021; Wu & Tsui, 2020). The variable of purchase intention is quite much used as the primary variable, much studied in the previous research at some flights and airports (Bakır & Mkedder, 2023; Yanson et al., 2022b; Ye et al., 2023; Endri et al., 2020). The result of research by Ashraf et al. (2019) related to hedonic values shows that personal innovations positively affect the users' hedonic values. Simultaneously, utilitarian value and hedonic value are studied by Budiarto et al. (2023), Priyandani and Indrajaya (2023), Shakeri and Mehrabani (2016), and Chung (2015), which are used as two variables closely related to consumers and quite much studied in the commercial activities of some airports. Hedonic shopping value, compared to utilitarian shopping value, would appear to have a more substantial effect on airport shopping behavior, meaning that airport shopping may involve more multisensory decisions than cognitive decisions (Chung, 2015). The results of other research, Hiranrithikorn and Banjongprasert (2022) and Chang et al. (2023) revealed that there are two components of motivation factors, namely utilitarian and hedonic motivation, which can mediate the relationship between several online variables.

The problem at Soekarno-Hatta airport is the need for facilities to have values, both utilitarian value and hedonic value, for consumers. Concerning consumer needs, both hedonic and utilitarian, it is assumed that Soekarno-Hatta Airport still needs to fulfill them fully. The relatively minimal facilities of Soekarno-Hatta airport to fulfill the hedonic and utilitarian consumer needs cause a low customer intention to go to Soekarno-Hatta airport for non-aviation purposes. Most visitors of Soekarno-Hatta airport have something to do with aviation, either as passengers or pick-ups. However, it is strongly suspected that very few visitors at Soekarno-Hatta airport visit the airport for non-aviation purposes, including for a reward program. This means the consumers' reward-driven and knowledge-driven intentions to go to Soekarno-Hatta airport for non-aviation purposes could be higher.

Then, there is a problem of purchase intention, causing the consumers not to intentionally visit the airport for non-aviation purposes. This means that the time consumers *spen*d visiting Soekarno-Hatta airport is relatively low, and the effort to visit Soekarno-Hatta airport is also relatively low. Concerning the problem of relatively minimum facilities of Soekarno-Hatta airport related to the airport loyalty program, the result of a preliminary study conducted through a simple survey involving 32 respondents who were met by the researchers at Soekarno-Hatta airport proves it. Respondents are asked only about their level of satisfaction with the facilities of Soekarno-Hatta airport related to the airport reward program and airport loyalty program.

2. Literature Review

2.1 Utilitarian Value

Batra and Ahtola (1991) state that utilitarian value is initially an attribute that relates to consumer perception of an object's utility and functionality, and it is directed to a good achievement and refers to efficient and rational decision-making. Utilitarian value is a rational value, like efficiency (cost saving), convenience, information availability, and opportunity to choose a product variation (selection) in shopping up to having an appearance in a lifestyle (Novela et al., 2020). Utilitarian value is essential to business and retail strategies (Mehmood & Hanaysha, 2015). According to Yanson et al. (2022), utilitarian value includes airport reward benefits, loyalty programs, and service quality. The utilitarian factor of consumer behavior is a perceived benefit (Koch et al., 2020).

2.2 Hedonic Value

Solomon and Panda (2004) state that hedonic value theoretically emphasizes consumers' subjective measurement and experiences regarding a product or brand. Hedonic value is a consumer purchasing behavior that prioritizes emotional dimensions such as experience, prestige, pleasure, social status, sensation, and social image (Novela et al., 2020). Hedonic motivation is theoretically a consumer purchasing behavior that prioritizes emotional dimensions such as experience, prestige, pleasure, social status, sensation, and social image. Consumers may depend on a product to fulfill their happiness, self-confidence, and fantasy needs. Hedonic value is primarily a social point of view that creates the characteristics of hedonism (Slack et al., 2021).

2.3 Customer Intention

Ajzen and Fishbein (1975) explain that Intention is initially a factor that motivates consumers and, in turn, influences their behavior, and a particular behavior will be performed by individuals, which mainly depends on the strength of their Intention. Consumer purchase intention on a specific behavior still becomes the main focus of such a famous theory as the Theory of Reasoned Action, which is studied by Al-Suqri and Al-Kharusi (2015), Belleau et al. (2007), Haque et al. (2015), and Hale et al., (2002). Purchase intention refers to what consumers think about or consider buying (Kotler, 2018). Purchase intention according to is a decision to act or a mental step in the decision-making process where the consumer has developed an actual willingness to act against an object or brand (Nusraningrum & Endri, 2024; Wells et al., 2011; Wang & Yang, 2008)

2.4 Purchase Intention

Intention is an antecedent that stimulates and drives products or consumer services (Hawkins & Mothersbaugh, 2010). High purchase intention will be able to build profitable relations with customers, and the researchers also show that quality will influence customer retention (Xiao et al., 2018). Yang et al. (2018) find that organizational staff play essential roles in the purchase goals. The mediation of perception influences purchase intention, both in the same direction and opposite direction, and word-of-mouth information is an antecedent that influences purchase intention (Soelasih & Sumani, 2021). Finally, some previous empirical researches explore the correlation between consumer attitude and purchase intention for various products and services (Rahmasari et al., 2024; Samosir et al., 2024; Louis et al., 2023; Son et al., 2013; Summers et al., 2006; Wu & Lo, 2009).

Based on the temporary results of observation, several problems related to the airport reward loyalty program at Soekarno-Hatta Airport can be identified: (1) Compared with other international airports that organize airport reward programs or loyalty programs, Soekarno-Hatta Airport has not been optimal in providing the facilities that meet consumers' hedonic and utilitarian motivation. (2) The airport reward program and airport loyalty program organized by Soekarno-Hatta Airport have yet to maximally attract consumers to come to the airport for non-aviation purposes. (3) No previous research examines the factors that generate consumers' willingness to go to Soekarno-Hatta Airport for non-aviation purposes. (4) No previous research proves the consumers' strongest motivation to come to Soekarno-Hatta Airport for non-aviation purposes, whether it is rational purposes (utilitarian motivation) or emotional purposes (hedonic motivation). (5) No previous research proves the influence of consumer intention on purchase intention at Soekarno-Hatta Airport.

Based on its background, this research will examine whether Soekarno-Hatta Airport's airport reward program and loyalty program can attract consumers to the airport for non-aviation purposes. Based on the description of existing problems, the aims of this research are: (1) to analyze the influence of Utilitarian Value on purchase intention and customer intention at Soekarno-Hatta Airport, (2) to analyze the influence of hedonic value on purchase intention and customer intention at Soekarno-Hatta Airport, (3) to analyze the influence of customer intention on purchase intention at Soekarno-Hatta Airport, (4) to analyze the role of customer intention in mediating the influence of utilitarian value on purchase intention at Soekarno-Hatta Airport, (5) to analyze the role of customer intention in mediating the influence of hedonic value on purchase intention at Soekarno-Hatta Airport.

2.5 Hypothesis Development

Some previous studies relevant to the theories of each variable are described as one of the theoretical gaps in this research. Starting from the first, the phenomenon of a utilitarian value at an airport reveals that the value of utilitarian expenditure influences passengers' purchase behavior (Priyandani & Indrajaya, 2023). Chung (2015) states that the utilitarian value of duty-free shopping at the airport is the most crucial thing in determining the Intention. Some previous research relevant to inter-variable influence is described as one of the empirical and methodological gaps in this research. Starting from the phenomenon of utilitarian value, according to Budiarto et al. (2023), Yanson et al. (2022b), and Chung (2015), it directly influences the purchase intention at international airports in Southeast Asia. In general, the draft hypothesis in this research aligns with Lo Presti et al. (2021) and Andriani et al. (2021) that utilitarian value influences purchase intention. The result of this research is also in line with the research by Arruda Filho et al. (2020), which showed a correlation between utilitarian value and purchase intention. However, the draft hypothesis in this research does not support the result of research by (Fernandes et al., 2020) and Yin and Qiu (021), who did not find the influence of utilitarian value on purchase intention.

In the second hypothesis, utilitarian value is one of the ways to attract customer intention, according to the findings of Sumarliah et al. (2022) and Overby and Lee (2006), who state that utilitarian value influences customer intention. Based on the definition of utilitarian value and the previous relevant research, two hypotheses are proposed as follows:

H_1: *Utilitarian value directly influences purchase intention.*
H_2: *Utilitarian value directly influences customer intention.*

Concerning the third hypothesis, some previous research is relevant to the theory of the variable that has been discussed, namely hedonic value, and relevant to the general phenomenon of hedonic value, both for attracting customer intention. This draft hypothesis is in line with the findings of Bekti et al. (2022), Redda (2020), and Overby & Lee (2006), who indicate that, in general, hedonic value positively and significantly influences customer intention. Subsequently, it relates to the fourth hypothesis, namely the influence of hedonic value on purchase intention. In general, some phenomena relevant to this draft research align with Lo Presti et al. (2021) and Andriani et al. (2021), who state that hedonic value influences purchase Intention. The result of research at this airport supports the hypothesis testing of Budiarto et al. (2023) and Yanson et al. (2022a) that hedonic value positively influences purchase intention. The fourth hypothesis is generally in line with the results of other research, such as those by Arruda Filho et al. (2020), Won and Kim (2020), Mohammed (2020), Yin and Qiu (2021), and Bekti et al. (2022), who find that the perceived hedonic value of things influences purchase intention. Based on the definition of hedonic value and the previous relevant research, two hypotheses and their models are proposed:

H_3: *Hedonic values directly influence customer intention.*
H_4: *Hedonic values directly influence purchase intention.*

Concerning the third variable, some previous research relevant to the variable has described it as customer intention attracting purchase intention. The fifth draft hypothesis supports some phenomena from previous research. This draft hypothesis aligns with the research by Shakuntala and Ramantoko (2023) and Suhartanto et al. (2021), who mention the prediction that customer intention will attract purchase intention. The fifth draft hypothesis also aligns with Kuo's (2021) opinion that service failure can influence customer purchase intention for airlines based in the US. It is aimed at knowing their purchase intention. This research is still in line with the result stating that customer intention can attract purchase intention with the passengers in the airport, keeping the brand image *in mind.* Based on the definition of *customer intention* and previous relevant research, the following hypothesis and its model are proposed:

H_5: *Customer intention directly influences purchase intention.*

In the sixth hypothesis, some previous research relevant to the variable has described it. Utilitarian value will attract purchase intention through customer intention. The sixth draft hypothesis supports some phenomena from previous research. The direct influence of the sixth hypothesis supports the research by Budiarto et al. (2023), Yanson et al. (2022b), and Chung (2015) that utilitarian value directly influences purchase intention at the airport. Whereas in its indirect influence, the sixth hypothesis is in line with the findings of Sumarliah et al. (2022), and Overby and Lee (2006), stating that utilitarian value influences customer intention. Based on the definition of utilitarian value, purchase intention, customer intention, and the previous relevant research, the following hypothesis and its model are proposed:

H_6. *Utilitarian value indirectly influences purchase intention through customer intention.*

In the seventh hypothesis, some previous research relevant to the variables has described it—as the hedonic value will attract purchase intention through customer intention. The seventh draft hypothesis supports some phenomena from previous research. The direct influence of the seventh hypothesis supports the research by Budiarto et al. (2023) and Yanson et al. (2022a) that hedonic value positively influences purchase intention. Whereas in its indirect influence, the seventh hypothesis is in line with the findings of Arruda Filho et al. (2020), Won and Kim (2020), Mohammed (2020), Yin and Qiu (2021), and Bekti et al. (2022), that hedonic value influences purchase intention. Based on the definition of hedonic value, purchase intention, customer intention, and the previous relevant research, the following hypothesis and its model are proposed:

H_7: *Hedonic value indirectly influences purchase intention through customer intention.*

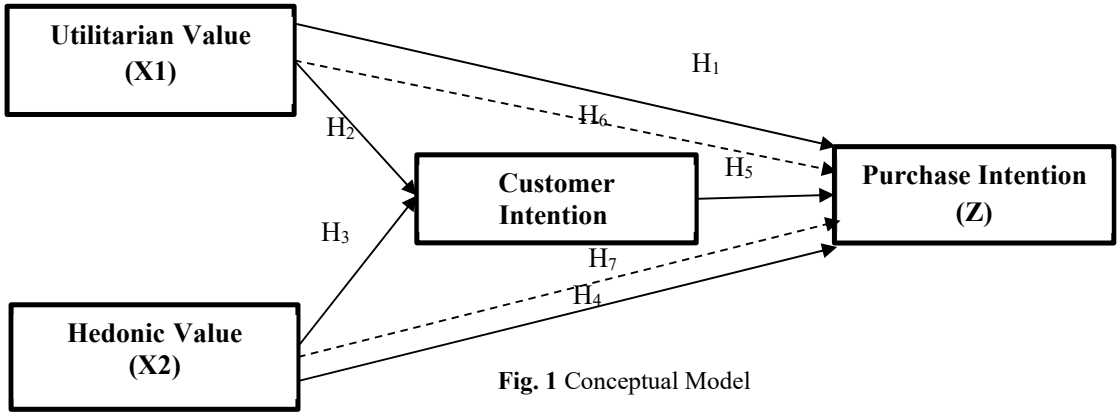

Fig. 1 Conceptual Model

This framework is a path analysis model, with the exogenous variables being utilitarian value (X1) and hedonic value (X2). The endogenous variables consist of customer intention (Y) and bound endogenous variables of purchase intention (Y2). With this framework, it is expected to be able to examine which value (hedonic or utilitarian) has the most influence on customer intention and purchase intention in the context of the reward program at Soekarno-Hatta Airport. Through this framework, a comparison can be made between the direct influence of the two exogenous variables on purchase intention and the indirect influence of the two exogenous variables through the mediating variable of customer intention.

3. Research Methodology

This research is conducted at Soekarno-Hatta International Airport, with the analysis unit of research being the customers or users of Soekarno-Hatta International Airport. This research population comprises business class passengers of Full-Service Airlines at Soekarno-Hatta International Airport, which has various destinations. The reason for choosing business class passengers for FSA flights is that they are assumed to have relatively strong purchasing power, so they are more likely to do shopping or culinary activities at the airport. This research uses four research variables. The most significant number of indicators that measure the construct is 12, which measures the variable of purchase intention. Based on the sample size rule, which is at least ten times the most significant number of formative indicators measuring the construct (Hair et al., 2014), the "minimum" number of samples in this research is 10 x 12 indicators = 120 respondents. The sampling technique uses non-probability sampling, in this case, incidental sampling. This means that any passenger at Soekarno-Hatta Airport becomes a sample if they are included in the business class category for FSA flights and are willing to be respondents. Data was obtained by distributing questionnaires to 219 selected respondents. By the population characteristics, all respondents are passengers of business/executive class or FSA, with various destinations. This study uses four research constructs, namely: (1) utilitarian value (X1), (2) hedonic value (X2), (3) customer intention (Y), and (4) purchase intention (Z). The validity test uses the Confirmatory Factor Analysis (CFA) test to examine the value of KMO-MSA. The data analysis technique in this research uses a three-stage analysis, including descriptive statistical analysis, SEM-PLS analysis, and path analysis. SEM-PLS evaluation in this research, in the case of outer model evaluation, uses reflective model evaluation, which consists of (1) indicator reliability, (2) discriminant validity, (3) internal consistency, and (4) convergent validity,

4. Results and Discussion

4.1. Outer Loading

Based on the result of data processing using SmartPLS 3 Software, the value of outer loadings in the first model of data processing shows that among 43 indicators, indicators have outer loadings value under 0.7. This means the indicators do not pass the reliability test with outer loadings. So, it is necessary to remove those indicators because they cannot be used in this research. There are still indicators that need to fulfill the value requirement above 0.7, with nine indicators ranging from 0.470 to 0.637 (Figure 2). So, those indicators need to be removed starting from the outer loadings with the smallest value so that there are no more indicators with values under 0.7. It can be seen from Fig. 2 that the value of all outer loading indicators is above 0.70, so it has been adequate to perform outer loading.

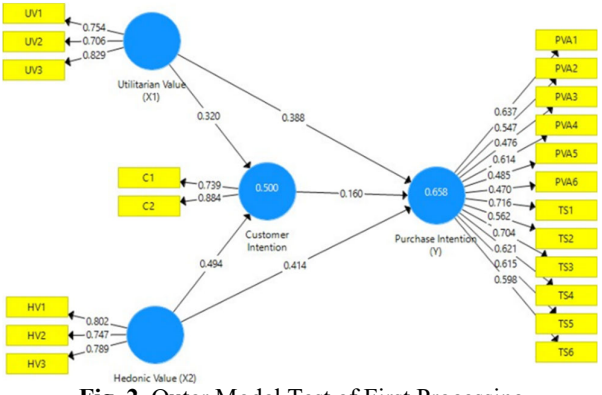

Fig. 2. Outer Model Test of First Processing

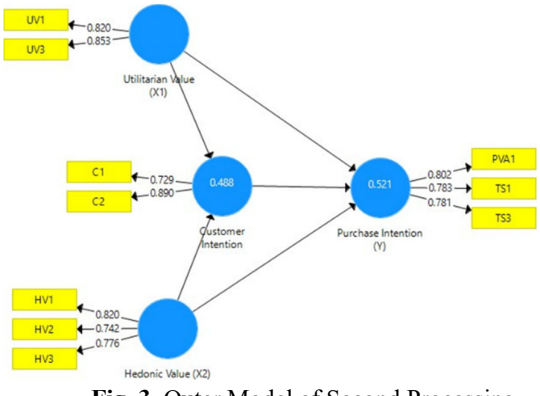

Fig. 3. Outer Model of Second Processing

The result of data processing reveals that all the values of outer loading in the second test have passed the indicator reliability test (Fig. 3). So, ten indicators are removed from the existing 20 indicators in this research because they need to fulfill the criteria of the indicator reliability test and the remaining ten other indicators. The process of removing those indicators is carried out in stages. The stage starts with removing indicators with the most minor loading factor, which is done one by one. This gradual process continues until there is no indicator with the value of loading factor ≤ 0.7. After all stages have been done, the selection results are valid, with outer loadings ranging from 0.729 to 0.890.

4.2. Discriminant Validity Test

4.2.1. Discriminant Validity Test by Cross Loading

It explains that the indicators used in this research have had good discriminant validity to form each of their variables (Table 2). The indicator of customer intention has a cross-loading value on its parent variable, namely customer intention, which is as big as 0.729. This cross-loading value (0.729) is the highest among the cross-loading customer intention value on other non-parent variables, namely 0.389 (cross-loading customer intention value on the variable of Hedonic Value), 0.344 (cross-loading customer intention value on the variable of purchase intention), 0.420 (cross-loading customer intention value on the variable of utilitarian value).

Table 1
Results of Discriminant Validity Test by Cross Loading

	Customer Intention	Hedonic Value (X2)	Purchase Intention (Y)	Utilitarian Value (X1)
C1	0.729	0.389	0.344	0.420
C2	0.890	0.636	0.552	0.478
UV1	0.407	0.275	0.488	0.820
UV3	0.510	0.567	0.476	0.853
PVA1	0.500	0.519	0.802	0.541
TS1	0.443	0.523	0.783	0.434
TS3	0.392	0.519	0.781	0.375
HV1	0.514	0.820	0.557	0.390
HV2	0.445	0.742	0.420	0.295
HV3	0.554	0.776	0.550	0.491

Table 2
Results of Discriminant Validity Test by Fornell Larcker

	Customer Intention	Hedonic Value (X2)	Purchase Intention (Y)	Utilitarian Value (X1)
Customer Intention	0.814			
Hedonic Value (X2)	0.651	0.78		
Purchase Intention (Y)	0.567	0.659	0.789	
Utilitarian Value (X1)	0.551	0.511	0.575	0.837

4.2.2. Discriminant Validity Test by Fornell Larcker

Based on the results of data processing in Table 1, all the values of the correlation variables among the variable constructs have shown higher scores than the non-variable ones. For example, in customer intention, the value of Fornell Larcker between customer intention and the variable itself is 0.814, higher than the value for customer intention on other variables. So, the four variables in this research have been stated to pass the Discriminant Validity test by the value of Fornell Larcker.

4.2.3. Internal Consistency Test, Results of Convergent Validity Test, and Coefficient of Determination R_{Square}

The results of the internal consistency test using composite reliability with the four values of composite reliability in the position ≥ 0.60, in the range of 0.795 – 0.831. These four research variables have passed the Internal Consistency test, which means they support the internal consistency test. The AVE values of these four variables have fulfilled the criteria of a convergent validity test, that is, having a value above 0.5, in the range of 0.603 – 0.700. Thus, the four variables are stated to pass the convergent validity test. The value of R_{Square} gives a more robust description than the value of adjusted R_{Square} in assessing endogenous constructs. The results of the analysis show that the coefficient of determination (R_{Square}) for the sub-structure of three independent latent variables, namely Utilitarian Value, Customer Intention, and Hedonic Value (simultaneously), positively influences the dependent latent variable, namely purchase intention (Y), with the value of R_{Square} (R2) as significant as 0.521 (52.1%). This means the three independent latent variables can explain purchase intention (Y) as much as 52.1%. Based on the value of F_{Square}, it is known that the value of F_{Square} for each variable correlation tends to vary, starting from neglected influence/no influence, small influence, medium influence, up to significant influence. Only one value of F_{square} has a big influence: the F_{Square} of the variable of Hedonic Value on Customer Intention (0.360).

Suppose the influences of hedonic and utilitarian values are compared, both on customer intention and purchase intention. In that case, the influence of hedonic values is more significant than utilitarian values. The influence of hedonic value on customer intention is 0.500 (50.0%), meaning that it is bigger than the influence of utilitarian value on customer intention, which is 0.295 (29.5%). The influence of hedonic value on purchase intention is 0.428 (42.8%), meaning that it is bigger than the influence of utilitarian value on purchase intention, which is 0.283 (28.3%). This condition shows that utilitarian value, hedonic value, and customer intention have a predictive relevance value on purchase intention.

Table 3
Q-Square Predictive Relevance

Regression Model	R^2	Q^2	Conclusion
The Influence of Utilitarian Value and Hedonic value on customer Intention	0.488 (48.8%)	0.238144	Q^2 (0.238144) > 0, meaning that the variables of Utilitarian Value and Hedonic Value simultaneously have a predictive power on Customer Intention
The influence of utilitarian value, hedonic value, and customer intention on purchase intention	0.521 (52.1%)	0.271441	Q^2 (0.271441.) > 0, meaning that the variables of Utilitarian Value, Hedonic Value, and CustomerIntention simultaneously have a predictive power on Purchase Intention

4.4. Results and Discussion of Hypothesis Test

H-1: *Utilitarian Value Positively Influences Purchase Intention*

The value of the path coefficient of utilitarian value on purchase intention is 0.283, meaning that the value of the determination coefficient (r^2) is $(0.283)^2$ or 0.080089 (8%). It also means that utilitarian value can explain purchase intention as much as 8%. The significance test of the influence of utilitarian value on purchase intention with the value of $t_{statistic}$ as significant as 4.535 and p_{-value} 0.000, meaning that utilitarian value positively and significantly influences purchase intention. Thus, hypothesis 1 is proven. Meanwhile, the dimension of utilitarian value with the highest value of cross-loading on purchase intention is UV1, which is 0.488. The dimension of UV1 is related to the "airport reward benefit."

The statement proposed to respondents is, "In my opinion, the reward program at the airport is profitable." The cross-loading value of the UV3 dimension is under UV1, although not far apart, at 0.476. The UV3 statement proposed to respondents is, "In my opinion, the quality of airport service for this reward system is excellent." Suppose the UV1 dimension (award program) and UV3 dimension (service quality) are compared. In that case, the passengers prefer getting reward programs (UV1) over better service (UV3). However, the difference is relatively slight, i.e., the values of cross-loading are 0.488 (UVI) and 0.476 (UV3). This also indicates that respondents have two reasons, which have almost the same strength: getting reward programs (UV1) and better services (UV3), as the reason they desire to purchase at the airport. It is just that the reward program (UV1) is more considered by consumers than better services (UV3) when the indicator is in the context of purchase intention, precisely the consumer's tendency to utilitarian value. The results of this hypothesis test generally support the results of Novela et al. (2020), Silaban et al. (2022), Fülöp et al. (2023), and Nida (2023) analysis, which states that utilitarian value is statistically proven to have a positive and significant influence on purchase intentions. This research hypothesis is in line with Arruda Filho et al. (2020) opinion, with managerial implications explaining that utilitarian characteristics must be planned more carefully according to the brand and its complexity, while utilitarian products are not related to brand trust to guarantee consumer purchase intentions. The results of this first hypothesis test also align with the results of Jasin et al.'s (2023) research, which stated that utilitarian value influences purchase intention. This research also aligns with the research results of Yanson et al. (2022a) and Han et al. (2018), especially at airports, which state that utilitarian value influences purchase intention.

H-2: *Utilitarian Value Positively Influences Customer Intention*

The path coefficient value of utilitarian value on customer intention is 0.283, meaning that the value of the determination coefficient (r^2) is $(0.295)^2$ or 0.087025 (8.7%). It also means that utilitarian value can explain customer intention as much as 8%. The significance test of the influence of utilitarian value on customer intention with a $t_{statistic}$ value as significant as 4.027 and $_{a\ value}$ of 0.000 means that utilitarian value positively and significantly influences customer intention. Thus, hypothesis 2 is proven. The dimension of utilitarian value with the highest value of cross-loading on customer intention is UV3, which is 0.510. The UV3 dimension is related to the quality of airport services.

The statement proposed to respondents is, "In my opinion, the quality of airport services on the reward system is excellent." The cross-loading value of UV3 to customer intention is close to UV1, which has a value of 0.407. This indicates that respondents have two reasons with almost the same strength for getting better services (UV3) rather than getting reward programs (UV1) as the reason why they have a desire to go to the airport (customer intention). It is just that service (UV3) is more considered by consumers rather than reward programs (UV1). This tendency is in the context of customer intention and for consumers with a tendency to utilitarian value, different from the tendency in the context of purchase intention for consumers with the same tendency (utilitarian value). In general, the results of this second hypothesis test support the finding of Nguyen and Lee (2021) that utilitarian value influences customer intention.

H-3: *Hedonic Value Positively Influences Customer Intention*

The path coefficient value of hedonic value on customer intention is 0.283, meaning that the value of the determination coefficient (r^2) is $(0.500)^2$ or 0.250 (25%). It also means that hedonic value can explain customer intention as big as 8%. The

significance test of the influence of hedonic value on customer intention has a value of $t_{statistic}$ as big as 8.184 and a p_{-value} of 0.000, which means hedonic value positively and significantly influences customer intention. It means hypothesis 3 is proven.

The research results show that hedonic value positively and significantly influences customer intention. Thus, hypothesis 3 is proven. The dimension of hedonic value with the highest value of cross-loading on customer intention is HV3, which is 0.554. The HV3 dimension is related to shopping interests. The statement proposed to respondents is "I have an interest in shopping at the airport kiosks." The HV3 cross-loading value of hedonic value on customer intention is close to the HV1 value of 0.514. HV1 is related to consumers' "social experience." The statement proposed to respondents concerning HV1 is: "I had a good experience at the airport." It shows that respondents have two reasons with almost the same strength between getting interested in shopping in the airport's kiosks (HV3) and getting an experience (social experience) at the airport (HV1) as the reason why they have a desire to go to the airport (customer intention). Shopping interest in the airport's kiosks (HV3) is more considered by consumers than getting an experience at the airport (HV1). This tendency is in the context of customer intention and for the consumers with a tendency to hedonic value. In general, the results of this third hypothesis test support the finding of Nguyen and Lee (2021) that hedonic value influences customer intention.

H-4: *Hedonic Value Positively Influence Purchase Intention*.
The path coefficient value of hedonic value on purchase intention is 0.283, meaning that the value of the determination coefficient (r^2) is $(0.428)^2$ or 0.1832 (18.32%). It also means that hedonic value can explain purchase intentions as big as 8%. The significance test of the influence of hedonic value on purchase intention results in the value of $t_{statistic}$ 6.465 and p_{-value} 0.000, meaning that hedonic value positively and significantly influences purchase intention. It means hypothesis 4 is proven.

The research results show that hedonic value positively and significantly influences purchase intention. Thus, hypothesis 4 is proven. The dimension of hedonic value with the highest value of cross-loading on purchase intention is HV1, which is 0.557. The HV1 dimension is related to "social experience." The statement proposed to respondents is, "I have a good experience at the airport." This means that respondents consider rewards from the airport to be part of enjoying a hedonic lifestyle and a social experience, so they intend to shop at the airport. In general, this research is in line with Novela et al. (2020), Silaban et al. (2022), Fülöp et al. (2023), and Febriyanti and Irmawati (2024) findings, which state that shows that hedonic value influences purchase intention. This research is also in line with Budiarto et al. (2023), Yanson et al. (2022a), and Han et al. (2018) research results, especially at airports, which state that hedonic value influences purchase intention.

H-5: *Customer Intention Positively Influences Purchase Intention*.

The path coefficient value of customer intention on purchase intention is 0.283, meaning that the value of the determination coefficient (r^2) is $(0.133)^2$ or 0.0177 (1.77%). It also means that customer intention can explain purchase intention as big as 8%. The significance test of the influence of customer intention on purchase intention results in the value of $t_{statistic}$ 1.702 and p_{-value} 0.089 (>alpha 0.05), meaning that customer intention positively but not significantly influences purchase intention. It means hypothesis 5 is not proven.

The research results show that customer intention positively but not significantly influences purchase intention. So, hypothesis 5 is not proven. Why the influence of customer intention on purchase intention is not significant can be seen from the dimension of customer intention, which has the lowest value of cross-loading on purchase intention, C1 dimension with the value of 0.344. The C11 dimension is related to "reward-driven." The statement proposed to respondents is, "I go to an airport because it has a reward system." This means respondents consider that there are other reasons for shopping at the airport than the reward from the airport. They shop at the airport to enjoy a hedonic lifestyle, which, in this case, is a social experience, so respondents intend to shop at the airport.

In general, the results of this research are in line with Muslikhun et al. (2022), Sumarliah et al. (2022), and Luan's (2023) findings that customer intention positively influences purchase intention. The results of the fifth hypothesis test, especially at the airport, supported Lu's (2014) research; passenger perceptions of shopping positively influence shopping intentions, and there are significant differences between passengers in determining various shopping tendencies. This research also aligns with Wu and Tsui's (2020) findings in their study at Singapore Changi Airport, stating that there was a positive impact on increasing shopping time.

Subsequently, Hypothesis 6 and Hypothesis 7 use path analysis (path coefficient), which needs a separate calculation. Hypothetical proofs for path analysis need separate calculations regarding the output of Smart-PLS, which is only related to direct influence and indirect effect. There is no calculation of total effect, especially regarding the calculation of *variance accounted factor* (VAF).

Table 4
Hypothesis for Path Analysis Model

Hypothesis	Direct Effect	Indirect Effect	Total Effect	VAF	Conclusion
H6: Customer Intention plays a role in mediating the influence of Utilitarian Value on PurchaseIntention.	0.283	0.039	0.322	12.11% (<20%)	No mediation
H7: Customer Intention plays a role in mediating the influence of Hedonic Value on PurchaseIntention.	0.428	0.066	0,494	13.36% (< 20%)	No mediation

H6. The Influence of Utilitarian Value on Purchase Intention through Customer Intention

The result of the research proves that customer intention does not play the role of mediating the influence of utilitarian value on purchase intention. Thus, hypothesis 6 is not proven. In the path model of hypothesis 6, there are only two significant influences, namely the influence of utilitarian value on purchase intention and the influence of utilitarian value on customer intention. In contrast, the influence of customer intention on purchase intention is insignificant because the value of the $t_{statistic}$ is 1.702. It can be understood that customer intention does not mediate the influence of utilitarian value on purchase intention.

Related to Hypothesis 6, as mentioned in Table 4, it says, "customer intention plays the role of mediating the influence of utilitarian value on purchase intention." (a) *Direct effect* means the influence of utilitarian value on purchase intention is 0.283. (b) indirect effect means the value of independent variable influence (utilitarian value) is multiplied by the value of intervening variable influence (customer intention) on the dependent variable (purchase intention) as significant as 0.039. (c) the total effect is the sum of direct influence and indirect influence as significant as 0.322. In general, the results of the sixth hypothesis test support the finding of Muslikhun et al. (2022) that utilitarian value influences purchase intention through customer intention.

H7. The Influence of Hedonic Value on Purchase Intention through Customer Intention

Related to Hypothesis 7, as mentioned in Table 4, it says, "customer intention plays the role of mediating the influence of utilitarian value on purchase intention." (a) *Direct effect* means the influence of utilitarian value on purchase intention is as significant as 0.283. (b) *indirect effect* means the value of independent variable influence (utilitarian value) is multiplied by the value of intervening variable influence (customer intention) on the dependent variable (purchase intention) as significant as 0.039. (c) The *total effect* is the sum of direct and indirect influence, as big as 0.322. This means that customer intention does not mediate the influence of hedonic value on purchase intention. Thus, Hypothesis 7 is not proven.

The exciting thing from the finding of this research is that the influence of hedonic value is more significant than the influence of utilitarian value, both the influence of hedonic value on customer intention and the influence of hedonic value on purchase intention. This means that consumers' considerations for going to the airport for non-aviation purposes are more about lifestyle rather than practical needs. This can be understood since it is more practical for consumers to fulfill their needs outside their lifestyle, not at Soekarno-Hatta Airport. Consumers rely on Soekarno-Hatta Airport as a venue for increasing their class or lifestyle. Therefore, the outlets or spots at Soekarno-Hatta Airport must have the image of more luxurious, elegant, and classier than those in malls or other places. Only if Soekarno-Hatta Airport is of such excellence will it be visited by more consumers with non-aviation purposes. In general, the results of the sixth hypothesis test support the finding of Muslikhun et al. (2022) that hedonic value influences purchase Intention through customer intention.

5. Conclusion

This research proves that the influence of hedonic value is more significant than the influence of utilitarian value, both in terms of customer intention and purchase intention. Based on the cross-loading value, respondents consider rewards at the airport to be part of the enjoyment of a hedonic lifestyle, in this case, social experience. Hence, they intend to shop at the airport. Customer intention positively but not significantly influences purchase intention. Customer intention does not play the role of mediating the influence of utilitarian value and hedonic value on purchase intention. The research results show that utilitarian and hedonic values partially and significantly influence customer intention and purchase intention. Whereas customer intention hedonic value positively but does not significantly influence purchase intention. Customer intention does not prove to mediate in partial the influence of both utilitarian value and hedonic value on purchase intention.

References

Ajzen, I., & Fishbein, M. (1975). A Bayesian analysis of attribution processes. Psychological bulletin. *Psychological Bulletin*, *82*(2), 261.

Akan, Ş., Özdemir, E., & Bakır, M. (2022). Purchase Intention Toward Green Airlines and Willingness to Pay More: Extending the Theory of Planned Behavior. *Corporate Governance, Sustainability, and Information Systems in the Aviation Sector, Volume I*, (pp. 123-143).

Al-Suqri, M. N., & Al-Kharusi, R. M. (2015). Ajzen and Fishbein's theory of reasoned action (TRA)(1980). *Information*

Seeking Behavior and Technology Adoption: Theories and Trends, (pp. 188-204).

Andriani, N., Mugiono, M., & Rahayu, M. (2021). Utilitarian shopping value and hedonic shopping value are used to improve customer satisfaction and repurchase intention in e-commerce businesses. *Jurnal Aplikasi Manajemen*, *19*(1), 166-174.

Arruda Filho, E. J. M., Simões, J. D. S., & De Muylder, C. F. (2020). The low effect of perceived risk in the relation between hedonic values and purchase intention. *Journal of Marketing Management*, *36*(1–2), 128-148.

Ashraf, R. U., Hou, F., & Ahmad, W. (2019). Understanding Continuance Intention to Use Social Media in China: The Roles of Personality Drivers, Hedonic Value, and Utilitarian Value. *International Journal of Human-Computer Interaction*, *35*(13), 1216–1228. https://doi.org/10.1080/10447318.2018.1519145

Bakır, M., & Mkedder, N. (2023). An Analysis of Factors Influencing Green Purchase Intention in Airlines: An Interpretive Structural Modeling Approach. *Challenges and Opportunities for Aviation Stakeholders in a Post-Pandemic World*, (pp. 218-234).

Batra, R., & Ahtola, O. T. (1991). Measuring the hedonic and utilitarian sources of consumer attitudes. Marketing letters. *Marketing Letters*, *2*, 159-170.

Bekti, D. B. M., Prasetyo, Y. T., Redi, A. A. N. P., Budiman, A. S., Mandala, I. M. P. L., Putra, A. R., & Young, M. N. (2022). Determining factors affecting customer intention to use rooftop solar photovoltaics in Indonesia. *Sustainability (Switzerland)*, *14*(1), 280.

Belleau, B. D. ., Summers, T. A., Xu, Y., & Pinel, R. (2007). Theory of reasoned action: Purchase intention of young consumers. *Clothing and Textiles Research Journal*, *25*(3), 244-257.

Bezerra, G. C., & Gomes, C. F. (2019). Determinants of passenger loyalty in multi-airport regions: Implications for tourism destination. *Tourism Management Perspectives*, *31*, 145-158.

Budiarto, A., Haryanto, B., & Setiawan, A. (2023). Analysis of the Effect of Utilitarian Value and Hedonic Value on Customer Loyalty Mediated by Purchase Intention (Study at Hasanuddin International Airport, Indonesia). *Proceedings of the International Conference on Economic, Management, Business and Accounting, ICEMBA 2022, 17 December 2022, Tanjungpinang, Riau Islands, Indonesia.*

Chang, Y. W., Hsu, P. Y., Chen, J., Shiau, W. L., & Xu, N. (2023). Utilitarian and/or hedonic shopping–consumer motivation to purchase in smart stores. *Industrial Management & Data Systems*, *123*(3), 821-842.

Chung, Y. S. (2015). Hedonic and utilitarian shopping values in airport shopping behavior. *Journal of Air Transport Management*, *pp. 48*, 28–34.

Endri, E., Syafarudin, A., Santoso,S., Imaningsih, E.S., Suharti, T., & Rinda, R.T. (2020). Consumption Behavior Patterns of Generations Y Halal Products in Indonesia. *Academy of Entrepreneurship Journal*, 26(2), 1-10

Fasone, V., Kofler, L., & Scuderi, R. (2016). Business performance of airports: Non-aviation revenues and their determinants. *Journal of Air Transport Management*, *53*, 35–45.

Febriyanti, W. F., & Irmawati, I. (2024). The Effect of Utility Value, Hedonic Value and Social Value on Sustainable Purchase Intentions. *Jurnal Ilmiah Manajemen Kesatuan*, *12*(1), 175-190.

Fernandes, E., Semuel, H., & Adiwijaya, M. (2020). The Influence of Social Media Advertising on Purchase Intention Through Utilitarian and Hedonic Shopping Motivation: A Study at Beauty Care and Anti-Aging Clinic Service in Surabaya. *Petra International Journal of Business Studies*, *3(1)*, 23–36.

Fülöp, M. T., Topor, D. I., Căpușneanu, S., Ionescu, C. A., & Akram, U. (2023). Utilitarian and Hedonic Motivation in E-Commerce Online Purchasing Intentions. *Eastern European Economics*, *61*(5), 591–613.

Graham, A. (2013). Understanding the low cost carrier and airport relationship: A critical analysis of the salient issues. *Tourism Management*, *pp. 36*, 66–76.

Hair, J.F., Hult, G.T.M., Ringle, C.M., & Sarstedt, M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling*. SAGE Publications, Inc.

Hale, J. L., Householder, B. J., & Greene, K. L. (2002). The theory of reasoned action. *The Persuasion Handbook: Developments in Theory and Practice*, *14*(2002), 259–286.

Han, H., Hwang, J., & Kim, Y. (2015). Senior travelers and airport shopping: Deepening repurchase decision-making theory. *Asia Pacific Journal of Tourism Research*, *20(7)*, 761–788.

Han, H., Lee, M. J., & Kim, W. (2018). Role of shopping quality, hedonic/utilitarian shopping experiences, trust, satisfaction and perceived barriers in triggering customer post-purchase intentions at airports. *International Journal of Contemporary Hospitality Management*, *30*(10), 3059-3082.

Haque, A., Anwar, N., Yasmin, F., Sarwar, A., Ibrahim, Z., & Momen, A. (2015). Purchase intention of foreign products: A study on Bangladeshi consumer perspective. *Sage Open*, *5*(2), 2158244015592680.

Hawkins, D. I., & Mothersbaugh, D. . L. (2010). *Consumer Behavior: Building Marketing Strategy* (11th edition). McGraw-Hill, Irwin.

Hiranrithikorn, P., & Banjongprasert, J. (2022). The effect of the website attributes on online impulse buying: An empirical investigation of utilitarian and hedonic motivations. *International Journal of Data and Network Science*, *6*(4), 1419-1426.

Jasin, M., Sesunan, Y., Aisyah, M., Fatimah, C., & Azra, F. (2023). SMEs repurchase Intention and customer satisfaction: Investigating the role of utilitarian value and service quality. *Uncertain Supply Chain Management*, *11*(2), 673-682.

Kim, C., Lee, K. C., & Costello, F. J. (2020). The Intention of passengers towards repeat use of biometric security for sustainable airport management. *Sustainability*, *12*(11), 4528.

Koch, J., Frommeyer, B., & Schewe, G. (2020). Online shop_ping motives during the COVID-19 pandemic—lessons from the crisis. *Sustainability*, *12*, 10247.

Kotler, P. (2018). *Marketing Management*. New York: Pearson Education International.

Kuo, M. C. (2021). *Customer Purchase Intention Towards the US Airline.* UNLV Theses, Dissertations, Professional Papers, and Capstones. 4328.

Lo Presti, L., Maggiore, G., & Marino, V. (2021). The chatbot's role on customer purchase Intention: towards digital relational sales. *Italian Journal of Marketing*, *2021*(3), 165–188.

Louis, H., Abadi, F., & Ruswanti, E. (2023). The Effect of Service Quality and Trust on Purchase Intention in E-Commerce. *ProBisnis: Jurnal Manajemen*, *14*(6), 514-521.

Lu, J. L. (2014). Investigating factors that influence passengers' shopping intentions at airports–Evidence from Taiwan. *Journal of Air Transport Management*, *pp. 35*, 72–77.

Luan, C. C. (2023). The differential effects of self-identity appeals on consumers' intentions to purchase socially responsible products with hedonic and utilitarian values. *The Differential Effects of Self-Identity Appeals on Consumers' Intentions to Purchase Socially Responsible Products with Hedonic and Utilitarian Values*, *18*(1), 2242614.

Mehmood, K. K., & Hanaysha, J. (2015). The strategic role of hedonic value and utilitarian value in building brand loyalty: Mediating effect of customer satisfaction. *Pakistan Journal of Social Sciences*, *35*(2), 1025-1036.

Mohammed, A. A. (2020). What motivates consumers to purchase organic food in an emerging market? An empirical study from Saudi Arabia. *British Food Journal*, *123(5)*, 1758–1775.

Moslehpour, M., Dadvari, A., Nugroho, W., & Do, B. R. (2021). The dynamic stimulus of social media marketing on purchase intention of Indonesian airline products and services. *Asia Pacific Journal of Marketing and Logistics*, *33*(2), 561-583.

Muslikhun, M. ., Harjanti, W., & Wahjoedi, T. (2022). Utilitarian, hedonic, privacy and trust on online purchase intentions mediated by attitude toward online purchasing. *World Journal of Advanced Research and Reviews*, *14*(3), 54-67.

Nguyen, N. T. T., & Lee, Y. (2021). The effect of hedonic value, utilitarian value and perceived risk on consumer intention of choosing P2P collaborative consumption options. *International Journal of Electronic Marketing and Retailing*, *12*(3), 285–305.

Nida, N. A. H. (2023). The Effect of Hedonic Value and Utilitarian Value on Buying Interest with Consumer Attitudes as Mediation. *Jurnal Economic Resource*, *6*(2), 248-258.

Novela, S., Sihombing, Y. O., Caroline, E., & Octavia, R. (2020). The effects of hedonic and utilitarian motivation toward online purchase intention with attitude as intervening variable. *2020 International Conference on Information Management and Technology (ICIMTech)*, pp. 75–80.

Nusraningrum, D & Endri, E. (2024). Investigating the relationship between web quality, brand image, price, and student satisfaction: Evidence from Indonesia.*International Journal of Data and Network Science*, 8(2), 1213-1222. doi: 10.5267/j.ijdns.2023.11.013. https://www.growingscience.com/ijds/Vol8/ijdns_2023_213.pdf

Overby, J. W. ., & Lee, E. J. (2006). The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business Research*, *59*(10–11), 1160–1166. https://doi.org/10.1016/j.jbusres.2006.03.008

Pahala, Y., Widodo, S., Kadarwati., Azhari, M., Muliyati., Lestari, N.I., Madjid, S.A., Sidjabat, S., Limakrisna, N., & Endri, E. (2021). The effects of service operation engineering and green marketing on consumer buying interest. *Uncertain Supply Chain Management, 9*(3), 603–608. https://doi: 10.5267/j.uscm.2021.5.011

Priyandani, R., & Indrajaya, A. N. (2023). The effect of hedonic and utilitarian shopping value on impulsive buying behavior to airline passengers moderated by digital airport experience at Soekarno Hatta International Airport, Jakarta. *5 Th International CEO Communication, Economics, Organization & Social Sciences Congress*, 1293–1306.

Rahmasari, L., Farisyi, S., Nabila, P., Ricardianto, P., Wahyuni, T., Trisanto, F., Moejiono, M., Rahman, A., Hasibuan, M & Endri, E. (2024). Customer relationship management and brand image: Empirical evidence from marine export company in Indonesia.*Uncertain Supply Chain Management*, 12(1), 19-28.DOI: 10.5267/j.uscm.2023.10.021

Redda, E. H. (2020). The influence of utilitarian and hedonic consumption values on consumer attitude towards online shopping and purchasing intentions. *Journal of Reviews on Global Economics*, *pp. 9*, 331–342.

Samosir, J., Purba, O., Ricardianto, P., Triani, D., Adi, E., Wibisono, E., Rusmiyati, C., Udiati, T., Listyawati, A & Endri, E. (2024). The role of service quality, facilities, and prices on customer satisfaction in Indonesia aviation in the COVID-19 pandemic.*Uncertain Supply Chain Management*, 12(1), 91-100.DOI: 10.5267/j.uscm.2023.10.015

Ricardianto, P., Yanto, T., Wardhono, D., Fachrial, P., Sari, M., Suryobuwono, A., Perwitasari, E., Gunawan, A., Indriyati, I & Endri, E. (2023). The impact of service quality, ticket price policy and passenger trust on airport train passenger loyalty.*Uncertain Supply Chain Management*, 11(1), 307-318. doi: 10.5267/j.uscm.2022.9.012

Ricardianto, P., Wibowo, H., Agusinta, L., Abdurachman, E., Suryobuwono, A., Fachrial, P., Setiawan, A., Rafi, S., Maemunah, S & Endri, E. (2022). Determinants of airport train operational performance. *International Journal of Data and Network Science, 6*(1), 91-98. DOI: 10.5267/j.ijdns.2022.4.004

Shakeri, S. ., & Mehrabani, H. Z. (2016). Investigating Hedonic and Utilitarian Shopping Values in Consumer Shopping Behavior and Attitude at Airports. *International Journal of Engineering and Management Research (IJEMR)*, *6*(4), 157-161.

Shakuntala, B., & Ramantoko, G. (2023). The Influence of Social Media Communication on Purchase Intention and Purchase Decision Through Brand Equity in Mixue Indonesia. *International Journal of Professional Business Review: Int. J. Prof. Bus. Rev.*, *8*(11), 29.

Silaban, P. H., Silalahi, A. D. K., Octoyuda, E., Sitanggang, Y. K., Hutabarat, L., & Sitorus, A. I. S. (2022). Understanding hedonic and utilitarian responses to product reviews on youtube and purchase intention. *Cogent Business & Management*, *9*(1), 2062910.

Slack, N. J., Singh, G., Ali, J., Lata, R., Mudaliar, K., & Swamy, Y. (2021). Influence of fast-food restaurant service quality and its dimensions on customer perceived value, satisfaction and behavioural intentions. *British Food Journal*, *123*(4), 1324–1344.

Soelasih, Y., & Sumani, S. (2021). The effect of word-of-mouth on purchase intention: A case study of low-cost carriers in Indonesia. *The Journal of Asian Finance, Economics and Business*, *8*(4), 433-440.

Solomon, M. R., & Panda, T. K. (2004). *Consumer behavior, buying, having, and being*. Pearson Education India.

Son, J., Jin, B., & George, B. (2013). Consumers' purchase intention toward foreign brand goods. *Management Decision*, *51*(2), 434–450.

Suhartanto, D., Kartikasari, A., Hapsari, R., Budianto, B. S., Najib, M., & Astor, Y. (2021). Predicting young customers' Intention to repurchase green plastic products: incorporating trust model into purchase intention model. *Journal of Asia Business Studies*, *153*(3), 441-456.

Sumarliah, E., Usmanova, K., Mousa, K., & Indriya, I. (2022). E-commerce in the fashion business: the roles of the COVID-19 situational factors, hedonic and utilitarian motives on consumers' Intention to purchase online. *International Journal of Fashion Design, Technology and Education*, *15*(2), 167–177.

Summers, T. A., Belleau, B. D., & Xu, Y. (2006). Predicting purchase intention of a controversial luxury apparel product. *Journal of Fashion Marketing and Management: An International Journal*, *10*(4), 405-419.

Wang, X., & Yang, Z. (2008). Does country-of-origin matter in the relationship between brand personality and purchase intention in emerging economies? Evidence from China's auto industry. *International Marketing Review*, *25*(4), 458-474.

Wells, J. D., Valacich, J. S., & Hess, T. J. (2011). What signal are you sending? How website quality influences perceptions of product quality and purchase intentions. *MIS Quarterly*, 373-396.

Won, J., & Kim, B. Y. (2020). The effect of consumer motivations on purchase intention of online fashion-sharing platform. *Journal of Asian Finance, Economics and Business*, *7(6)*, 197–207.

Wu, H., & Tsui, K. W. H. (2020). Does a reward program affect customers' behavioural Intention of visiting the airport? A case study of Singapore Changi Airport. *Journal of Air Transport Management*, *82*, 101742.

Wu, S. I., & Lo, C. L. (2009). The influence of core-brand attitude and consumer perception on purchase intention towards extended product. *Asia Pacific Journal of Marketing and Logistics*, *21*(1), 174–194.

Xiao, A., Yang, S., & Iqbal, Q. (2018). Factors affecting purchase intentions in generation Y: An empirical evidence from fast food industry in Malaysia. *Administrative Sciences*, *9*(1), 4.

Yang, J., Ma, J., Arnold, M., & Nuttavuthisit, K. (2018). Global identity, perceptions of luxury value and consumer purchase intention: a cross-cultural examination. *Journal of Consumer Marketing*, *35*(5), 533-542.

Yanson, H., Rahayu, A., & Wibowo, L. A. (2022a). The Influence of Utilitarian and Hedonic Value to Traveler Purchase Intention at Singapore Changi Airport International. *6th Global Conference on Business, Management, and Entrepreneurship (GCBME 2021)*, (pp. 345-349).

Yanson, H., Rahayu, A., & Wibowo, L. A. (2022b). The Influence of Utilitarian and Hedonic Value to Traveler Purchase Intention at Singapore Changi Airport International. *Proceedings of the 6th Global Conference on Business, Management, and Entrepreneurship (GCBME 2021)*, *657*(Gcbme, 2021), 345–349. https://doi.org/10.2991/aebmr.k.220701.067

Ye, Q., Zhang, D., & Luo, Y. (2023). Investigating influencing factors of consumer purchase in airport shopping mall: A mixed methods study. *ICEB 2023 Proceedings (Chiayi, Taiwan)*, p. 43. https://aisel.aisnet.org/iceb2023/43

Yin, J., & Qiu, X. (2021). AI Technology and Online Purchase Intention : Structural Equation Model Based on Perceived Value Artificial Intelligence Winning Consumers : Enabling Human Intelligence ". According to. *Sustainability (Switzerland)*, *13*, 1–16.

Zhang, A., & Zhang, Y. (1997). Concession revenue and optimal airport pricing. *Transportation Research Part E: Logistics and Transportation Review*, *33(4)*, 287–296.