



How Do Interpersonal Influences Shape Purchase Intentions for Online Services in Malang? The Mediating Role of Utilitarian and Hedonic Values

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ABSTRACT

To determine the interpersonal influence on perceived hedonic and utilitarian value through purchase intention on online food services in Malang city, this study was conducted. Students from Malang City who use online delivery services, became the sample for this quantitative study. The data of this study were collected through a Google Form questionnaire scored on a Likert scale. Data were collected from 100 respondents. The analysis tool used smart PLS analysis. The research findings show that: (1) interpersonal relationships significantly influence perceived utilitarian value; (2) interpersonal relationships do not significantly influence perceived hedonic value; (3) interpersonal relationships significantly influence purchase intention; and (4) perceived utilitarian value does not significantly influence purchase intention. (5) The impact of perceived hedonic value on purchase intention is quite large.

Keywords: Interpersonal , Perceived Utilitarian Value , Perceived Hedonic Value , Purchase Intention

| Received: August 2025 | Accepted: August 2025 | Available online: August 2025 |
| DOI: <https://doi.org/10.64530/ijbams.v1i2.28>

1. INTRODUCTION

Since social media and the internet are closely intertwined, people are encouraged to shop online via online marketplaces that make it easier to make purchases to fulfill everyday needs (Liang and Lai 2002). As an illustration, consider online meal delivery, where delivery services offer a substantial opportunity, particularly in the modern day. Delivery services present an important possibility due to consumer behavior, especially among Malang students who prioritize convenience, usefulness, and ease of use.

In 2022, e-commerce transactions in Indonesia are expected to exceed IDR 530 trillion, a 31.4% rise, according to statistics reports. Between 2018 and 2021, e-commerce in Indonesia grew even more, reaching IDR 106 trillion. In 2019, this amount rose to IDR 206 trillion, a 94.34% rise. The value of e-commerce transactions rose by 29.13% to IDR 266 trillion the following year. The total value of all e-commerce transactions was IDR 530 trillion. A 51.6% rise over 2021, or 403 trillion, was recorded.

Shopee is currently the platform of choice for customers and students who want to shop online. In addition, Shopee launched ShopeeFood, a meal delivery service, in 2020. The goal of this function is to provide packed and frozen food and drinks. Grab Food and Go Food are currently rivals of ShopeeFood. Companies need to be ready to take on rivals vying for customers.

Perceived hedonic and utilitarian value have been found to have an impact on online purchase intention. Interpersonal interactions among consumers probably prefer hedonic value over utilitarian value since hedonic value has a considerable impact on purchase intention, whereas utilitarian value has no effect at all (Shang, Jin, and Qiu 2020).

This study is to investigate how interpersonal ties affect the perceived hedonic and utilitarian values through the intention to purchase online food services in Malang. This study's goals are as follows:

- a. Identifying interpersonal traits in online service users
- b. To determine the hedonic and utilitarian values of internet service consumers
- c. to ascertain online service customers' desire to make a transaction. The goal of this study is to determine how much interpersonal factors can affect hedonic and utilitarian value through online service purchasing intention.

2. LITERATURE REVIEW

Interpersonal (interpersonal)

According to Mulyana (2014), interpersonal skills are the capacity to engage and communicate with people. Since interpersonal communication takes place directly in person, establishing a personal connection between the communicator and the listener, it is thought to be the most effective (Kurniawati 2013). Anggraini (2022) found that communication can build relationships, with interpersonal communication individuals can also influence a person's decision making.

Utilitarian Value (utility value)

When considering a consumer's interest in acquiring a product, utilitarian value takes into account the needs, function, and utility of the product as well as the motives that must be satisfied. Under utilitarianism, the usefulness of everything is given more weight. According to Jones, Reynolds, and Arnold (2006), utilitarian value is thought to be more cognitively focused than shopping because it reflects instrumental functions and benefits. Consumer attitudes that are utilitarian have been characterized as logical and vivacious. Shopping visits must be stimulating in order to reach utilitarian shopping value, which is thought to be reliant on particular consumption (Heidarzadeh Hanzae and Porgham Rezaeyeh 2013).

Hedonic Value

Hedonic value is a stimulus that assesses a store's quality according to its felt enjoyment, aesthetic appeal, and ability to provide escapism (Subagio 2011). The degree to which an application makes users happy is known as its hedonic value. The total experience of an item that customers assess and look for advantages, such as amusement and pleasure, is known as its hedonic value (Babin, Darden, and Griffin 1994).

Purchase Intention

The intention to buy, the contemplation to buy, and the desire to suggest the product to others are all considered buying intentions (Roozy, Arastoo, and Vazifehdust 2014). According to Madahi and Sukati (2012), purchase intention can also be described as a

customer's wish to buy the same product based on their comprehension of its purpose. Purchase intention is the declaration made by a customer that they intend to buy several items from a specific brand. Purchase intention is frequently used by researchers as a key determinant for forecasting future consumer behavior, which makes this important.

3. METHODOLOGY

Population and Sample

The entire population is the focus of the study (Arikunto 2019). Customers who regularly order food and drinks using online service applications in Malang City made up the study's population. Sampling, as defined by Sugiyono (2017), is the process of choosing a number of components from the population under study to serve as a sample and figuring out the different attributes or features of the chosen subjects, from which generalizations can be made. One hundred respondents who use online services in Malang City made up the sample. The study's responder criteria were:

1. Using online services either now or in the past. Purposive sampling is a technique utilized in this study that chooses the best individuals or locations to assist us comprehend a phenomenon (Creswell 2020, 214).
2. Malang-based consumers made up the respondents.

Data Collection Technique

The study employed a 5-point Likert scale, with 1 denoting "strongly disagree" and 5 denoting "strongly agree" (Kriyantono and Bungin 2018). A questionnaire comprising questions in a certain format is used for data collecting. Customers who use online services are given access to this survey.

4. RESULTS

Explanation of Results

The study's respondents were customers of online meal delivery services. 100 customers in Malang City provided the data. In order to measure people's opinions, attitudes, and perceptions of social phenomena, this study employed a Likert scale (Sugiyono, 2017, p. 93).

Outer Model Testing

Using SmartPLS 4 software, structural equation modeling (SEM) analysis approaches were used in this study. The Outer Model was tested as the first phase in this investigation. According to Imam Ghozali (2018), p. 7, the Outer Model assesses the reliability and validity of the model's indicators, such as the variables and Cronbach's alpha for the indicator blocks. The following is an illustration of this study model:

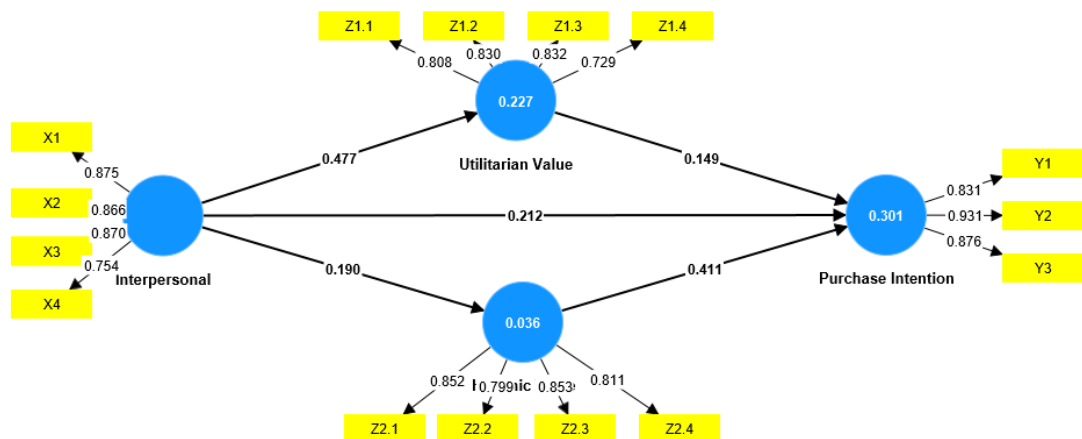


Figure 1. Smart PLS

Validity and Reliability Testing

Each indicator is considered to be able to explain its variable in comparison to other variables if the cross-loading value between the indicator and its latent variable exceeds the cross-loading value between the indicator and the other latent variables (Kurniawan 2011). Table 2 displays the results of the Outer Loadings test, which is considered valid if the outer loading value exceeds 0.5. The results of the questionnaire validity tests show that all questions are legitimate. Cronbach's Alpha and composite reliability (CR) scores are used to determine reliability (Hair et al. 2017). Cronbach's Alpha greater than 0.6 indicates that questionnaire items are dependable. The table below shows the results of the Validation and Reliability Tests.

Table 1. Validity Result

Variabel	Indikator	Nilai Outer Loading	Keterangan
Interpersonal (X)	X1	0.865	Valid
	X2	0.860	Valid
	X3	0.865	Valid
	X4	0.773	Valid
Utilitarian Value (Z1)	Z11	0.809	Valid
	Z12	0.830	Valid
	Z13	0.832	Valid
	Z14	0.728	Valid
Hedonic Value (Z2)	Z21	0.853	Valid
	Z22	0.800	Valid
	Z23	0.852	Valid
	Z24	0.810	Valid

Purchase Intention (Y)	Y ₁	0.839	Valid
	Y ₂	0.927	Valid
	Y ₃	0.872	Valid

Sumber : PLS Data, 2025

Table 2. Reliability Result

Valiabel	Nilai Cronbach's Alpha	Keterangan
Interpesonal	0.863	Reliabel
Utilitarian Value	0.814	Reliabel
Hedonic Value	0.852	Reliabel
Purchase Intention	0.854	Reliabel

Sumber : PLS Data, 2025

Inner Model Test Results (Structural Model Evaluation)

This structural model test displays the significance test results for the independent factors and dependent variable. The T-Statistics and Path Coefficient columns indicate the significance of this association (Ghozali 2012). A association is judged significant at the 5% level if the T-statistic value exceeds 1.96.

The Test Results Above Explain The Following Hypothesis:

The first hypothesis test produced a T-statistic of 4.206, which is more than 1.96, implying that H1 is significant. As a result, it can be stated that interpersonal factors determine utilitarian value.

The second hypothesis test produced a T-statistic of 1.829, which is less than 1.96, implying that H2 is not significant. As a result, interpersonal influence does not have an effect on hedonic value.

The third hypothesis test produced a T-statistic of 2.030, which is greater than 1.96, implying that H3 is significant. As a result, it is reasonable to argue that interpersonal impact influences purchasing intention.

The fourth hypothesis test returned a T-statistic of 1.200, which is less than 1.96, indicating that H4 is not significant. As a result, utilitarian value has no influence on purchasing intention.

The fifth hypothesis test produced a T-statistic of 4.296, which is more than 1.96, implying that H₅ is significant. As a result, it is reasonable to argue that hedonic value influences purchasing intention.

5. DISCUSSION

The findings of this study provide meaningful insights into how interpersonal influences, hedonic values, and utilitarian values interact in shaping purchase intentions for online food delivery services among students in Malang City.

First, the significant relationship between interpersonal influences and utilitarian value highlights that social interactions strongly guide consumers to focus on practical benefits such as convenience, efficiency, and cost-effectiveness. This suggests that when friends or peers recommend online food services based on their usefulness or affordability, individuals are more likely to perceive these services as valuable. This result is consistent with Hendrata et al. (2021), who emphasized that peer influence can strengthen utilitarian perspectives in consumer decision-making.

Second, the lack of a significant effect of interpersonal influences on hedonic value indicates that enjoyment, pleasure, and experiential satisfaction remain largely personal and internally motivated. While consumers may discuss online food services with peers, their feelings of fun, excitement, or satisfaction come from their own experiences rather than external persuasion. This aligns with Tamilmani et al. (2019), who noted that hedonic motivations are often less dependent on external factors and more related to individual emotional drivers.

Third, the study found that interpersonal influences directly impact purchase intention, suggesting that recommendations, peer pressure, or encouragement from social networks are crucial drivers of consumer behavior in the digital context. This supports the work of Alfisyahr et al. (2019), who found interpersonal values significantly increase the likelihood of making purchases. In the highly social environment of university students, peer influence appears to create trust and reduce uncertainty in online purchasing decisions.

Fourth, the result that utilitarian value does not significantly influence purchase intention is particularly noteworthy. Despite the importance of usefulness and functionality in shaping perceptions, these factors do not necessarily translate into the final decision to purchase. One explanation could be that when consumers are hungry or in need, they will purchase food regardless of its perceived utility, as suggested by Solomon (2012). Thus, utilitarian value might act more as a baseline expectation rather than a decision-making factor.

Finally, the strong positive effect of hedonic value on purchase intention emphasizes the importance of emotional satisfaction, enjoyment, and indulgence in driving consumer choices. Students in Malang are more motivated to order food online when the experience brings excitement, pleasure, or novelty, confirming Rosita (2013), who highlighted that hedonic motivations can outweigh functional considerations in determining purchase intentions.

In sum, this study reveals that hedonic motivations and interpersonal influences are the most powerful determinants of purchase intention in the context of online food services. Conversely, utilitarian value plays a more limited role, shaping perceptions but not directly influencing final purchase behavior. These findings suggest that online service providers should focus not only on ensuring functional benefits but also on enhancing hedonic experiences—such as offering engaging app features, promotions that spark excitement, and services that create enjoyable consumption moments.

6. CONCLUSION

First, research results suggest that interpersonal elements have a utilitarian influence, which is consistent with previous findings (Hendrata et al. 2021). When shopping for food on ShopeeFood, consumers are more impacted by interpersonal aspects resulting from social connections. Close relationships with friends or coworkers have an indirect effect on consumption habits. The more discerning friends or coworkers are when it comes to food at ShopeeFood, the more likely consumers are to follow in their colleagues footsteps.

Second, research has shown that interpersonal factors have little effect on hedonic value (Tamilmani et al. 2019). This finding is consistent with prior research, which found that consumers' personal encounters with store staff have no impact on their hedonic impressions (Olsen, S.O. 2011). This study mixes offline social interactions and online shopping, which may help academics better understand customers' online shopping habits. The findings show that while consumers like discussing their online service purchase intentions with others, they still evaluate their own needs and are not easily swayed by others' ideas.

Third, interpersonal values influence buying intentions. This finding is consistent with study (Alfisyahr, Deasyana, & Devita 2019). Interpersonal values can impact relationships with others, driving buying intent.

Fourth, utilitarian values have no bearing on buying intention. This finding is consistent with previous study (Solomon 2012), which found that utilitarian values have no effect on purchase intention since consumers seek food or beverages when they are hungry and buy them without hesitation.

Fifth, hedonic values influence purchase intentions. This finding supports previous study (Rosita 2013). Individual purchase intention can be driven by hedonic influences, which result in a desire to obtain something they enjoy.

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