# Hedonic Values and Utilitarian Values to Improve Behavioral Intentions and Consumer Satisfaction on Product

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## *Abstract*

*This study investigates the impact of hedonic and utilitarian values on customer satisfaction and behavioral intentions in the Muslim clothing market, focusing on CV. Rabbani Asysa Ponorogo's products. Employing a quantitative approach, the research uses questionnaires analyzed with SEM-PLS 4.0 and involves a purposive sample of 100 respondents. This study is significant for its specific examination of the Muslim fashion industry, addressing a gap in understanding consumer behavior in this niche market. The findings reveal that while hedonic values significantly influence both customer satisfaction and behavioral intentions, utilitarian values only impact customer satisfaction, not behavioral intentions. Customer satisfaction is also a significant determinant of behavioral intentions. The research concludes that balancing both hedonic and utilitarian aspects is crucial for enhancing customer satisfaction and behavioral intentions in this sector.*
**Keywords:** Hedonic Value, Utilitarian Value, Customer Satisfaction and Behavior Intentions

## 1. Introduction

Business competition in the field of fashion is very tight, especially in the field of clothing, marketers compete in offering merchandise (products sold) in various ways that are applied so that consumers are interested in the goods sold by these companies [1]. Many marketers are trying to offer the latest clothing models that use quality materials, make special designs made by the shop or the characteristics of the shop, they even offer prices that are right in the bag (cheap). All choices depend on the consumers themselves, they prefer clothes that are relatively expensive or cheap but have good quality.

There is a lot of competition going on in various sectors, one of which is the fashion industry in Indonesia, especially with Islamic nuances. People who want to always look trendy and Islamic are a business opportunity for entrepreneurs who can read consumers' needs and desires for simple and fashionable fashion needs [2] [3]. Therefore, entrepreneurs who are involved in this business sector must know the needs or wants of consumers. If a business actor is able to identify consumer needs properly, develop quality products, set prices, and promote products effectively, then his products will be in demand in the market and remain in demand. excel in the very tight competition in the fashion industry.

CV.Rabbani Asysa is a company engaged in the field of Muslim clothing that upholds Islamic norms, Rabbani himself adopted from the Al-Qur'an Seurat Ali Imron verse 79 which reads:

"*It is impossible for a person who has been given a book by Allah, as well as wisdom and prophethood, then he says to people, "Be you worshipers of me, not worshipers of Allah," but (he said), "Be servants of Allah, because you teach the book and because you learned it".*

For Rabbani, the existence of Rabbani is expected to be able to make a major contribution in spreading and preaching Islam for Muslim women to fulfill their obligations to cover their genitals. Rabbani wants to change the paradigm of most people's view that women who wear Muslim clothing are old-fashioned and tacky. Rabbani wants to show that women who wear Muslim clothing are modern and respectable and can appear trendy. In the last two years, rabbani has become the Muslim fashion brand of choice for most Indonesians, followed by dannis, zoya, azka, almadani, and attena. The development of muslim fashion trends which are always changing and also the increasingly varied models make it difficult for people to stick to one muslim fashion brand.

There are two types of consumer evaluation in which the object of consumption is cognitively placed on two dimensions of utilitarian instrumentality, for example, how useful or useful the object is, and on the hedonic dimension, which measures the experiential effects associated with the object, for example, how pleasant and enjoyable the feelings associated are [4] [5]. Therefore, only utilitarian or hedonic factors are considered insufficient to explain consumer behavior. Utilitarian consumption means that products or services are purchased in a way that is related to tasks, rational and efficient [6]. Conversely, hedonic consumption means purchases are primarily motivated by sensual pleasures and fantasies [7].

Seeing this, Cv. Rabbani Asysa must provide the best service to achieve customer satisfaction, which relates to consumer behavioral intentions. Behavioral intention is defined as the customer's desire to behave in certain ways in order to have, dispose of, use a product or service [8] [9]. So customers can form a desire to seek information, tell others about their experience with a product, buy a particular product or service, or dispose of a product in a certain way.

Behavioral intentions can be grouped as favorable (expected behaving intentions) and unfavorable (unexpected). Favorable behavioral intentions include positive word of mouth (saying positive things and recommending services to others), paying premium prices, spending more money for the company, and being loyal. Conversely, unfavorable behavioral intentions include customers leaving the company, spreading negative word of mouth, and taking legal steps [10].

Companies that want to grow rapidly and become market leaders in Muslim fashion need to create creative products and have quality service that produces favorable behavioral intentions. This can be used to increase company sales and win the competition. In order to achieve customer satisfaction and get positive consumer behavioral intentions, the Rabbani company needs to pay attention to perceived value from the consumer side. "The difference between the prospective customer's evaluation of all the benefits and all the costs of an offering and the perceived alternatives." [11] [12]. Thus, the higher the perceived value, the higher the expected behavioral intention for Rabbani Muslim fashion products. Current marketing research focuses on hedonic values and utilitarian values as dimensions of consumer satisfaction.

This is very interesting to study because the marketing concept that has developed rapidly now does not only focus on products and services. But the marketing concept is now focused on consumers. So that consumers have an independent experience of the products that have been used. With the experiences that have been experienced by consumers, they can provide positive information regarding the products used to other consumers. Based on the phenomenon above, the authors are interested in conducting research with the title "Analysis of the Influence of Hedonic Value and Utilitarian Value on Behavior Intention through Customer Satisfaction on Cv Rabbani Asysa Products in Ponorogo".

**1.1 Problem Formulation**

Based on the phenomena described in the background above, it can be concluded that some of the main research problems are:
   a. How does the influence of Hedonic values and Utilitarian values on Customer satisfaction?
   b. How does the influence of Hedonic values and Utilitarian values towards Behavioral intentions?
   c. How influence Customer satisfaction to Behavioral intentions?
   d. How does the influence of Hedonic values and Utilitarian values towards Behavioral intentions, through mediation of Customer satisfaction?

### 1.2 Research Objectives

Based on the background and formulation of the problem above, the research objectives are:
a. To explain the effect of Hedonic value and Utilitarian values on Customer satisfaction.
b. To explain the effect of Hedonic value and Utilitarian values towards Behavioral intentions.
c. To explain influence Customer satisfaction to Behavioral intentions.
d. To explain influence hedonic values and Utilitarian values towards Behavioral intentions, through the mediation of Customer satisfaction.

## 2. Research Methods

To address the research problem of understanding how hedonic and utilitarian values influence consumer satisfaction and behavioral intentions in the Muslim clothing market, the study employed a quantitative research method. The quantitative research method itself can be interpreted as a research method based on the philosophy of positivism, used for research on certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is characteristic or statistical with the aim of testing hypotheses that are has been established [13]. The methodological approach was chosen for its efficacy in enabling the objective measurement and analysis of data, essential for establishing patterns and correlations among the variables of interest.

The relationship with the research objectives as a whole uses a survey method, namely research obtained from taking a sample of a population [14] [15]. The sample is part of the number and characteristics of the population. Sampling technique is a sampling technique. The sample technique in this study used a nonprobability sampling technique with purposive sampling, namely a sampling technique with certain considerations [16]. The criteria used in selecting the sample are: consumers who have bought and used Muslim clothing from CV. Rabbani Asysa. Because the Ponorogo people are countless, the sample to be taken in this study is 100 people from the total population of the Ponorogo people.

### 2.1 Data analysis technique

The data analysis tool used by the author is Partial Least Square (PLS) using SmartPLS 4 software. PLS-SEM is a second generation statistical method that is in great demand because it does not require normally distributed data and has recently become the key method used in research. PLS-SEM has several advantages in its use such as being able to carry out analysis even though the sample size is small, data does not need to be normally distributed and can be used for complex research models that have many variables and relationship models can be estimated.

### 2.1.1 Measurement Model (Outer model)

Outer model analysis is performed to ensure that the measurement used is worthy for made measurement (Valid and Reliable) (Rachmy, 2018). According to the measurement model (Outer model) presented connection between construct (variable) with the indicator, There are two *measurement models* used in PLS-SEM analysis, namely:
a. *Reflective models* or who can be called with scale. It means indicators used in the model is representation draft from A variable
b. *Formative model* or the usual called with index. It means item or indicators that degrade the meaning of A construct (variable)

Difference *reflective models* and *formative models* exist in the forming items they construct. On *reflective models*. All items on the construct must be related and owned on the same basis in the form of something constructed. Whereas *formative models*.

### 2.1.2 Structure Model (Inner Model)

Inner model analysis or analysis structural model is carried out to ensure that the structural model built is robust and accurate [17].

Analysis evaluation from *structural model* used for seeability a model for predicting hypotheses and relationships between constructs. Criteria evaluation main used For evaluate results PLS

calculation, namely:
  a. Coefficient Determination ($R^2$)
     The most common measurement used for evaluating the structural model is coefficient determination. Coefficient This is A measurement accuracy predictive a model and computed as results square from correlation between mark actual A constructs and values predictions. The value of R2 has range between 0 to 1, level increasing value tall approach number 1 indicates level accuracy more predictions high.
  b. Predictive relevance ($Q^2$)
     Analysis Stone- Geisser's value (Geisser, 1974; Stone, 1974) or Predictive Relevance (Q2) is calculation used For see how much Good mark observations made. _ Q2 value>0 indicates that the model has predictive relevance. Analysis Q2 value is done with formula

$$Q^2 = 1 - (1 - R1^2)(1 - R^2)$$

Description:
$Q^2$: predictive relevance value
$R1^2$: the R-square value of the Behavior Intention variable
$R2^2$: the R-square value of the Customer Satisfaction variable

  c. Effect size $f^2$
     Besides analyze evaluation calculation of $R^2$ and $Q^2$, analysis is also carried out evaluation f2 calculation – that is calculation used For see is construct exogenous own influence substantive on the construct its endogenous. Rules of thumb according to Cohen in [9] in analyze the value of $f^2$, namely:
       0.15 = small
       0.15 = average
       0.35 = large

## 2.2 Literature review

### 2.2.1 Hedonic Value

   Hedonic values emphasize subjectivity and experience. Consumers may depend on a product to satisfy needs for happiness, confidence, fantasy, etc. And the most important thing is social views, which make the hedon character formed [18].

   Hedonic value defined as an overall assessment of experiential benefits and sacrifices, such as entertainment and escape [19]. This value is motivated by a desire to have fun and be playful. Therefore hedonic values reflect the shopping experience including fantasy, arousal, sensory stimulation, enjoyment, curiosity and escape.

   There are several indicators of hedonic values explained: adventure, social, gratification, ideas, roles, and values [20].
      a. Adventure shopping
         Consumers shop based on their experiences and shopping activities make a person feel in his own world. This means that a shopper in this category really enjoys the atmosphere of a shopping adventure, the pleasure of discovering new things (products, views, atmosphere, etc.), so that shoppers in this category usually like what is called "eye-catching" (windows shopping).
      b. Social shopping
         Arguments about the satisfaction of doing shopping activities arise when someone spends time with family or friends. Shopping is a socialization activity between a consumer and other consumers and also with shopkeepers. The opinion of consumers that by shopping with family or friends a lot of knowledge is obtained about a product
      c. Gratification shopping
         Shopping is an activity to reduce the burden on the mind, reduce problems and relieve negative moods. Shoppers in this category use shopping as a means to escape from their daily activities, forgetting the problems they are facing.
      d. Idea shopping
         Shopping activities are usually carried out by someone to follow the latest product developments, both fashion and others.

e.  Role shopping
    The nature of shopping that prioritizes other people over shopping for oneself and the emergence of happy feelings when shopping for others.

### 2.2.2 Utilitarian Value

Utilitarian Value is a consumer's assessment of the functional attributes of a product [21]. Utilitarian shopping value is shopping behavior that is more rational and non-emotional which is naturally formed when a person wants to allocate his resources efficiently 12. Consumers will be more rational when the product has more value than other products, whether from packaging that is easy to carry anywhere, easy to find products or so on.

Utilitarian values have several indicators [22] :

a.  Monetary saving
    Spend money with more value in mind to get Rabbani products at lower and competitive prices.
b.  Selection
    the options provided by Rabbani for the customer to choose from.
c.  Convenince
    Convenience in shopping means the effort used to shop at Rabbani, starting from the time to search for locations, products or product information.
d.  Customized product
    Rabbani's product adjustments are based on customer visit patterns and visit value, and product variations that motivate customers to shop.

### 2.2.3 Customer Satisfaction

Customer satisfaction is the customer's evaluation of a product or service in terms of whether the product or service meets customer needs and expectations [23].

There are five core concepts that have similarities among the various ways to measure customer satisfaction [24].

a.  Product Satisfaction
    The simplest way to measure customer satisfaction is to directly ask consumers how satisfied they are with certain specific products or services.
b.  Hope Confirmation
    Suitability or discrepancy between consumer expectations and the actual performance of the company's products. In this case more emphasis will be placed on service quality which has a component in the form of consumer expectations for the services provided.
c.  Repurchase Buying
    Consumer satisfaction is measured behaviorally by asking whether consumers will shop using the company's services again.
d.  Willingness To Recommend
    willingness to recommend a product to friends or family is an important measure to analyze and follow up.
e.  Consumer Dissatisfaction
    Examine the aspects used to determine customer dissatisfaction, including: complaints, product returns (returns), warranty costs, recalls, negative word of mouth, and defects.

### 2.2.4 Behavior Intention

Behavioral intention is a person's desire to use information technology with the goals he wants. Behavioral intention described as a measure of the strength of a person's intention to perform a certain behavior [25].

Behavioral intention is the result of a satisfaction process, which can be classified into two groups: economic behavior and social behavior [26]. Based on the theory above, it can be concluded that behavioral intentions are an indication of how people are willing to try and instill customer trust in the company so as to cause satisfaction.

Indicators of behavioral intention are as follows :

    a.  Interest in using it in the future: Refers to the consumer's intention to use the product or service in the future. With the existence of factors that encourage consumer interest in using Rabbani Products, there will be an interest in using them in the future.

    b.  Will try to use in everyday life: If consumers are interested in using Rabbani products, they will try to use them in everyday life. After doing so the user will have experience in using the product. That experience can be a reference for further behavior.

    c.  Plan on using many times: If consumers feel satisfied with Rabbani's products, consumers will behave to always use Rabbani's products.

### 2.2.5 Conceptual Frame

The following describes the conceptual framework and the causal relationships of the variables observed in this study, which are then used to shape the constructed model. It has been conceptualized in this study that the variables forming Behavior Intention (Y) are Hedonic Value (X1), Utilitarian Value (X2) and Customer Satisfaction (Z). Therefore the following discussion is prioritized on the concepts of Hedonic value, Utilitarian Value, Customer Satisfaction and Behavior Intention of a consumer, because discussing these variables will be able to explain the relationship between the observed variables.
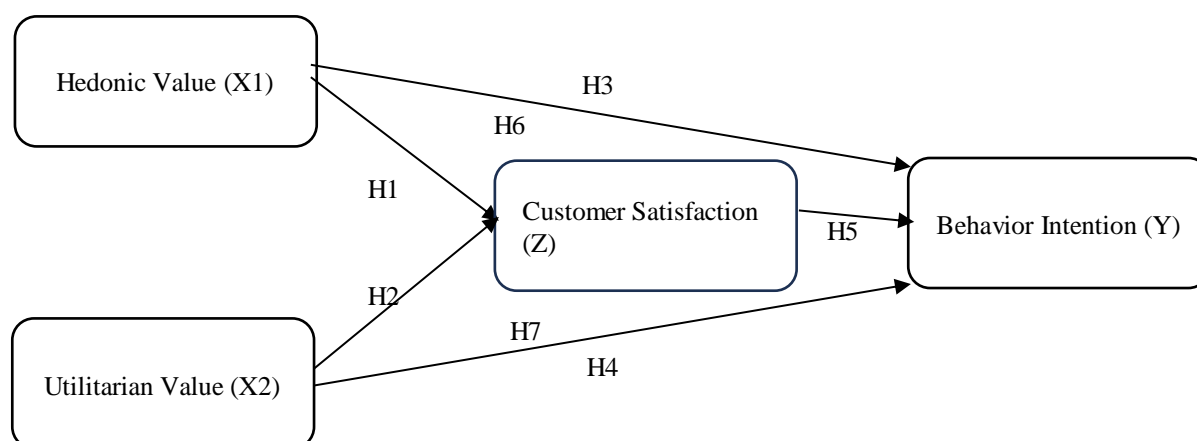


Figure 1. Conceptual Framework for Research

Hedonic value is a value that has a meaning of pleasure, while consumer satisfaction is a feeling felt by consumers when the expectations of the product they consume are the same as expectations. When consumers have a pleasant experience regarding Rabbani stores, such as consumers enjoying the relaxed atmosphere offered by Rabbani, feel comfortable with the services offered by Rabbani and this is in line with consumer expectations or expectations, then it can be said that the consumer is satisfied.There was a significant influence between the hedonic value variable and the satisfaction variable [27].

Utilitarian consumers will be encouraged to make purchases when consumers have a need. When consumer needs arise, such as when consumers visit Rabbani stores with the aim of buying Rabbani products, and these needs are obtained by consumers in an efficient time, consumers will have positive behavioral intentions towards Rabbani, such as the intention to revisit and recommend Rabbani products to others. Utilitarian values have a more significant effect on behavioral intentions [28].

Hedonic values can appear in various aspects of life, such as in choosing products or services that provide personal satisfaction, or in lifestyles that emphasize fun and entertainment, when consumers have pleasant experiences about Rabbani products such as Rabbani products which always develop products from models up to the choice of colors and sizes that vary.

This is in accordance with consumer expectations, the consumer will feel satisfied, if the consumer is satisfied with Rabbani's product, the feedback received by Rabbani, the consumer will recommend to others and make purchases in the future.

Utilitarian consumers will be encouraged to make purchases when consumers have a need. When consumer needs arise, such as when consumers visit Rabbani stores with the aim of buying Rabbani products, and these needs are obtained by consumers in an efficient time, and consumers feel satisfied and happy with Rabbani products, consumers will have positive behavioral intentions towards Rabbani, such as the intention to revisit. and recommend Rabbani products to others.

In the realm of consumer behavior research, a gap exists in the literature, particularly concerning the Muslim fashion industry. While previous studies have delved into the impacts of hedonic (emotional, aesthetic) and utilitarian (functional, practical) values in various retail sectors, they fall short in comprehensively examining these aspects within the unique and rapidly evolving context of Muslim clothing. Moreover, there is a lack of integrated exploration of how these values simultaneously influence consumer satisfaction and behavioral intentions. This oversight is pronounced in studies focusing on Western consumer markets, leading to a scarcity of insights into non-Western, culturally specific sectors such as the Muslim clothing market in regions like Ponorogo City. Additionally, the existing body of research often overlooks emerging markets, particularly those influenced by cultural and religious nuances, thereby limiting the applicability of established theories of consumer behavior to these contexts. Addressing these gaps, this study aims to enrich the literature by offering a nuanced understanding of consumer dynamics in a culturally and geographically specific market, highlighting the interplay of hedonic and utilitarian values in shaping consumer satisfaction and behavioral intentions in the Muslim fashion industry.

### 2.3 Hypothesis

The hypotheses to be tested include:

H1 and H2: Hedonic value and Utilitarian Value positively and significantly have a direct influence on customer satisfaction

H3 and H4: Hedonic value and Utilitarian Value positively and significantly have a direct influence on Behavioral intention

H5: Customer Satisfaction positively and significantly has a direct influence on Behavior intention

H6 and H7: Customer satisfaction has a role in mediating the influence of hedonic values and utilitarian values on behavior intention.

The research posits that hedonic values (emotional and aesthetic appeal) and utilitarian values (practicality and functionality) are both pivotal in influencing consumer satisfaction and behavioral intentions. It hypothesizes that hedonic values have a direct positive impact on both consumer satisfaction and behavioral intentions, suggesting that the emotional and aesthetic satisfaction derived from a product increases the likelihood of repeat purchase and recommendation behaviors. Utilitarian values, known for their practical benefits, are hypothesized to directly enhance consumer satisfaction, under the premise that functional aspects of a product fulfill consumer needs effectively. However, the impact of utilitarian values on behavioral intentions may not be as direct or significant as that of hedonic values. Of these correlations, the most significant in this research is likely the impact of hedonic values on both consumer satisfaction and behavioral intentions. This significance stems from the understanding that in the context of Muslim fashion, emotional and aesthetic aspects might play a more crucial role in driving consumer behaviors and attitudes compared to the practical utility of the products.

### 3. Research Results And Discussion

### 3.1 Partial Least Square (PLS) Model Scheme

On research this, testing hypothesis use technique Partial Least Square (PLS) analysis with the smartPLS 4.0 program. Following This is PLS program model scheme that was tested:
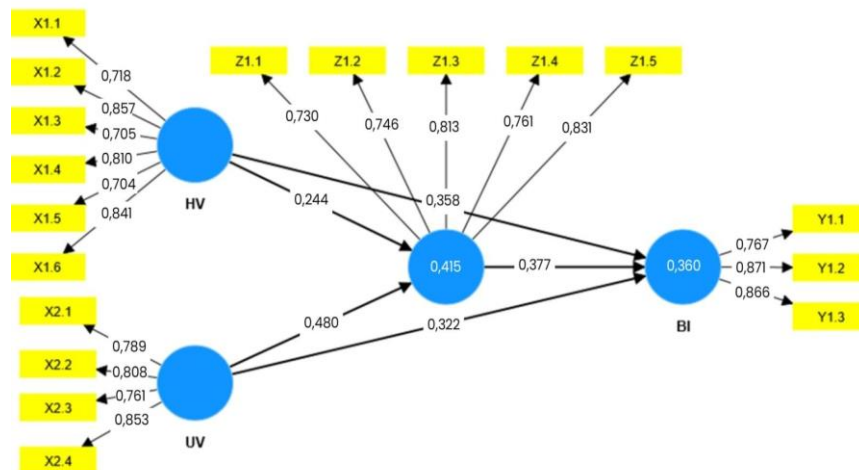
Figure 2. Outer Model

### 3.2 Outer Model Analysis
### 3.2.1 Convergent Validity

Convergent Validity testing uses outer loading values or loading factors. An indicator is declared to meet Convergent Validity in the Good category if it has Average Variance Extracted (AVE). every variable. The Rule Of Thumbs used to measure Convergent Validity is the AVE value of 0.50. The following is the outer loading value of each indicator on the research variables:

Table 1.Test Results Validity

|  | *Average Variance Extracted* |
|---|---|
| Hedonic Values | 0.625 |
| Utilitarian Values | 0.541 |
| Behavior Intention | 0.699 |
| Customer Satisfaction | 0.595 |

Source : primary data processed in 2023

Based on inside data display table 1 above, it is known that each indicator variable study have AVE value >0.50. Data above show No There is indicator variable whose AVE value is below 0.50. With thereby can stated that every variable has own Good Convergent Validity so that all indicator stated worthy or valid for used research and get used For analysis more continue.

### 3.2.2 Discriminate Validity

Discriminant Validity is testing the validity of assessing the level of a construct that is truly different from other constructs or measuring the uniqueness of a construct and how the construct captures phenomena that are not represented by other constructs [29]. Discriminant Validity analysis in PLS can be seen from the Possess Fornell-Larcker Critetrion sign and Cross Loading of each variable. The Rule of Thumbs used to measure Discriminant Validity is the Fornell - Larcker Crittrion sign that a construct must be greater than the construct association and the Cross Loading indicator value in a construct must be greater than the indicator association[29].

Table 2. Fornell-Larcker Criterion

|  | BI | CS | HV | UV |
|---|---|---|---|---|
| Behavior Intention | 0.836 | - | - | - |
| Customer Satisfaction | 0.521 | 0.704 | - | - |
| Hedonic Values | 0.516 | 0.501 | 0.726 | - |
| Utilitarian Values | 0.363 | 0.610 | 0.533 | 0.736 |

Source: primary data processed in 2023

Table 3. Cross Factor Loading

|  | Hedonic Value | Utilitarian Value | Behavior Intention | Customers Satisfaction |
|---|---|---|---|---|
| X1.1 | **0.718** | 0.196 | 0.263 | 0.316 |
| X1.2 | **0.857** | 0.367 | 0.346 | 0.339 |
| X1.3 | **0.705** | 0.140 | 0.255 | 0.240 |
| X1.4 | **0.810** | 0.401 | 0.367 | 0.266 |
| X1.5 | **0.704** | 0.374 | 0.316 | 0.275 |
| X1.6 | **0.841** | 0.309 | 0.176 | 0.265 |
| X2.1 | 0.515 | **0.789** | 0.499 | 0.540 |
| X2.2 | 0.365 | **0.808** | 0.215 | 0.464 |
| X2.3 | 0.393 | **0.764** | 0.131 | 0.440 |
| X2.4 | 0.172 | **0.853** | 0.359 | 0.271 |
| Y1.1 | 0.363 | 0.326 | **0.767** | 0.391 |
| Y1.2 | 0.470 | 0.370 | **0.871** | 0.489 |
| Y1.3 | 0.452 | 0.217 | **0.866** | 0.420 |
| Z1.1 | 0.268 | 0.421 | 0.377 | **0.730** |
| Z1.2 | 0.381 | 0.422 | 0.364 | **0.746** |
| Z1.3 | 0.398 | 0.482 | 0.409 | **0.813** |
| Z1.4 | 0.391 | 0.474 | 0.448 | **0.761** |
| Z1.5 | 0.319 | 0.331 | 0.182 | **0.831** |

Source: primary data processed in 2023

Based on Table 2, it can be seen that the results of the loading factor on all indicators for each construct fulfill discriminant validity, because all loading factor values fulfill the category >0.70. This proves that each question item on the research variable is proven to have a high significant level and is greater than the standard error, so that it can be continued for the next data processing [30].

### 3.2.3 Internal Consistency

Table 4. Value Construct Reliability And Validity

|  | Cronbach's alpha | Composite reliability (rho a) | Composite reliability (rho c) |
|---|---|---|---|
| Hedonic Values | 0.768 | 0.742 | 0.735 |
| Utilitarian Values | 0.736 | 0.791 | 0.822 |
| Behavior Intention | 0.784 | 0.798 | 0.874 |
| Customer Satisfaction | 0.739 | 0.761 | 0.828 |

Source: primary data processed in 2023

Based on table 4 all indicators and variables in study can said well, because own mark reliability composite and value cronbach's Alpha is more big from 0.7.

### 3.2.4 Reliability Indicator

Indicator reliability present magnitude item variation [31] [32]. or in other words for measure how much big forming indicators something construct own similarity. Analyze indicator reliability in PLS can seen from owned outer loading value every indicator. The rule of thumb is used For measure indicator reliability is mark outer loading >0.708, but If mark outer loading between 0.4 and 0.7 however Already fulfil mark The specified Average Variance Extracted (AVE). so remains valid [33] [34] [35].

Table 5. Outer Loading Value

|  | Hedonic Value | Utilitarian Value | Behavior Intention | Customers Satisfaction |
|---|---|---|---|---|
| X1.1 | **0.718** | - | - | - |
| X1.2 | **0.857** | - | - | - |
| X1.3 | **0.705** | - | - | - |
| X1.4 | **0.810** | - | - | - |
| X1.5 | **0.704** | - | - | - |
| X1.6 | **0.841** | - | - | - |
| X2.1 | - | **0.789** | - | - |
| X2.2 | - | **0.808** | - | - |
| X2.3 | - | **0.764** | - | - |
| X2.4 | - | **0.853** | - | - |
| Y1.1 | - | - | **0.767** | - |
| Y1.2 | - | - | **0.871** | - |
| Y1.3 | - | - | **0.866** | - |
| Z1.1 | - | - | - | **0.730** |
| Z1.2 | - | - | - | **0.746** |
| Z1.3 | - | - | - | **0.813** |
| Z1.4 | - | - | - | **0.761** |
| Z1.5 | - | - | - | **0.831** |

Source: primary data processed in 2023

Processing results with use smartPLS can seen in Table 5. score for each indicator construct has fulfil the required reliability indicators that is more tall from 0.7. With thereby the indicators used has Enough describe each construct or desired variable measured.
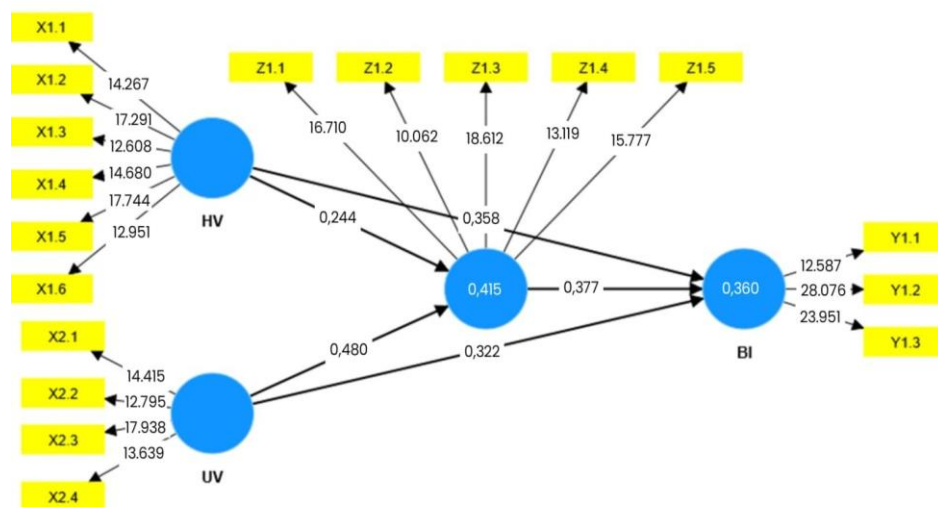
### 3.3 Inner Model Analysis



Figure 3. Inner models

### 3.3.1 Coefficient of Determination ($R^2$)

The most common measurement used For evaluate the structural model is coefficient determination [36] [37]. Coefficient This is A measurement accuracy predictive a model and computed as results square from correlation between mark actual A constructs and values his predictions [38]. R value $^2$ own prone to between 0 to 1, level increasing value tall approach number 1 indicates level accuracy more predictions high.

Table 6. R-square Values

|  | R-square | R-square Adjusted |
|---|---|---|
| Behavior Intention | 0.360 | 0.340 |
| Customer Satisfaction | 0.415 | 0.403 |

Source: primary data processed in 2023

Based on data presentation Table 6. above, get is known that the R-square value for variable Behavior Intention is 0.360. Acquisition mark the explain that percentage magnitude Behavior Intention can explained by Hedonic Value and Utilitarian Value 36% and the remaining 64% is explained by factors other. Then For the R-square value obtained variable Customer Satisfaction that is 0.415. the value explain that satisfaction can explained hedonic values and utilitarian value of 41.5% and the remaining 58.5% is explained by factors other.

### 3.3.2 Predictive Relevance ($Q^2$)

Evaluation goodness of fit is known from Q-square value [39] [40]. The Q-square value has the same meaning with coefficient determination (R-square) in the analysis regression, where the more Q-square height, then the model can said the more Good or getting fit with the data [41] [42] [43]. As for the results calculation the Q-square value is as following:

$$Q\text{-square} = 1 - [(1 - R^2 1) \times (1 - R^2 2)]$$
$$= 1 - [(1 - 0.360) \times (1 - 0.415)]$$
$$= 1 - (0.640 \times 0.585)$$
$$= 1 - 0.374$$
$$= 0.626$$

Based on results calculation above, is obtained Q-square value of 0.626. this show magnitude diversity from available research data explained by the research model is by 62.6%. Whereas the rest of 37.4% is explained by other factors that exist outside the research model this. With thus, from results the hence the research model This can stated own good goodness of fit.

### 3.3.3 Effect Size ($f^2$)

Besides analyze evaluation calculation of $R^2$ and $Q^2$, analysis is also carried out evaluation f2 calculation – that is calculation used For see is construct exogenous own influence substantive on the construct its endogenous [44] [45]. According to the rules of thumbs cohen in analyze the value of $f^2$, namely:

        0.02 = small
        0.15 = average
        0.35 = large

Table 7. Value Effect Size $f^2$

|  | Hedonic Values | Utilitarian Values | Customer Satisfaction | Behavior Intention |
|---|---|---|---|---|
| Hedonic Values | - | - | 0.073 | 0.103 |
| Utilitarian Values | - | - | 0.028 | 0.002 |

| | | | | |
|---|---|---|---|---|
| Customer Satisfaction | - | - | - | 0.088 |
| Behavior Intention | - | - | - | - |

Source: primary data processed in 2023

Can seen from Table 7. average value of $f^2$ own value <0.15, meaning construct existing exogenous in this model own immeasurable influence small on constructs its endogenous.

### 3.4 Analysis hypothesis

In study This there are two types hypothesis to be tested that is hypothesis influence direct and hypothetical influence No directly in the form influence mediation. To test the hypothesis influence direct done with bootstrapping procedure. Bootstrapping procedure for test two tailed used in study own mark critical or t-table 1.96 with level significance of 5%. So that criteria reception or rejection hypothesis used between other:

a. Ha is accepted and h0 is rejected when t-statistic >1.96. For reject or accept hypothesis use probability then Ha is accepted If p value <0.05 [10].
b. Path coefficient value own mark standard between -1 and +1. Calculated value close path coefficient with to+ 1 representing positive relationship [9].

Table 8. Value of Path Coefficient Direct Effect

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (|O/STDEV|) | P Values |
|---|---|---|---|---|---|
| HV -> CS | 0.244 | 0.264 | 0.111 | 2,209 | 0.028 |
| UV -> CS | 0.480 | 0.482 | 0.092 | 5,239 | 0.000 |
| HV -> BI | 0.316 | 0.328 | 0.117 | 2,704 | 0.007 |
| UV -> BI | 0.043 | 0.053 | 0.156 | 0.278 | 0.781 |
| CS -> BI | 0.315 | 0.325 | 0.154 | 2,044 | 0.041 |

Source: primary data processed in 2023

Based on process the data that has been done, the result can used For answer hypothesis on research this. The results obtained are known that from the proposed hypothesis in study In this case, there are 4 hypotheses that can be accepted for each effect shown _ own indigo P-values <0.05.

H1: Hedonic Values influential positive and significant to Customer Satisfaction on proven Rabbani products with coefficient sig = 0.028<0.05. With thereby hypothesis 1 which states Hedonic Values in a manner significant influential positive to Customer Satisfaction on Rabbani products accepted

H2: Utilitarian Values influential positive and significant Against Customer Satisfaction on proven Rabbani products with coefficient sig = 0.000<0.05. With thereby hypothesis 2 which states Utilitarian Values in a manner significant influential positive to Customer Satisfaction on Rabbani products accepted.

H3: Hedonic Values influential positive and significant to Proven Behavior Intention with coefficient sig = 0.007<0.05. With thereby hypothesis 3 which states Hedonic Values in a manner significant influential positive to Behavior Intention accepted.

H4: Utilitarian Values No influential significant to Proven Behavior Intention with coefficient sig = 0.781>0.05. With thereby hypothesis 4 which states Utilitarian Values in a manner No significant influential negative to Behavior Intention on Rabbani products was rejected.

H5: Customer Satisfaction influential positive and significant to Proven Behavior Intention with coefficient sig = 0.041<0.05. With thereby hypothesis 5 which states Customer Satisfaction in a manner significant influential positive to Behavior Intention accepted.

Table 5. Value of path coefficient indirect effect

|  | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (|O/STDEV|) | P Values |
|---|---|---|---|---|---|
| HV -> CS -> BI | 0.096 | 0.089 | 0.095 | 1.014 | 0.311 |
| UV -> CS -> BI | 0.088 | 0.081 | 0.131 | 0.675 | 0.500 |

Source: primary data processed in 2023

H6: Hedonic Values No influential to Behavior Intention through Customer Satisfaction, seen from mark estimate p-values with significance = 0.311>0.05. That is, presence variable Customer Satisfaction No mediate influence Hedonic Values to Behavior Intention rejected.
H7: Utilitarian Values No influential to Behavior Intention through Customer Satisfaction, seen from mark estimate P-values with significance = 0.500>0.05. That is, presence variable Customer Satisfaction No mediate influence Utilitarian Values to Behavior Intention rejected.

## 4. Conclusion

Based on results analysis influence Hedonic Value and Utilitarian Value to Behavior Intention and Customer Satisfaction on Rabbani products taken a number of conclusion among others as following: hedonic values influential in a manner positive and significant to Customer Satisfaction to Rabbani. Utilitarian Values influential in a manner positive and significant to Customer Satisfaction to Rabbani. Hedonic Values influential in a manner positive and significant to Behavior intention on Rabbani. Utilitarian Values No influential significant to Behavior Intention on Rabbani. Customer Satisfaction influential positive and significant to Behavior Intention on Rabbani. Customer Satisfaction No mediate Hedonic Values to Behavior Intention on Rabbani customers. Customer Satisfaction No mediate Utilitarian Values to Behavior Intention on Rabbani customers.

## 5. Recommendations

This research has been carried out optimally. However, there are limitations to the research, namely the selection of research objects and samples is limited, thereby limiting the generalization of research results. Future studies may consider adding other research objects for comparison, increasing the size of the research sample and expanding the location of research samples, and may consider using other variables to measure customer satisfaction such as customer benefits, enjoyment, e-trust, brand trust and online customer experience.

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