

INTENTION TO PURCHASE ON SHOPEE LIVE STREAMING BASED ON PERCEIVED VALUE

¹Natasya Arlita Hartanti, ²Maria Yosephine Dwi Hayu Agustini

Soegijapranata Catholic University

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***Correspondence Address:**

Email: 21d10117@student.unika.ac.id

2hayu@unika.ac.id

Abstract: This study aims to identify the influence of utilitarian value, hedonic value, and social value on consumer purchase intentions in e-commerce live streaming by referring to the theory of planned behavior. The sampling technique was carried out using purposive sampling technique, namely shopee users who have shopped through the Shopee live streaming platform or shopee users who have shopped through the shopee live platform in the last 1 month. The method used to collect data is a questionnaire in the form of a google form. The analysis technique used is regression with the SPSS program. Based on the analysis conducted, this study concludes that Utilitarian Value has an influence on Purchase Intention, Hedonic Value also plays a role in influencing Purchase Intention, and Social Value similarly impacts Purchase Intention. Utilitarian value reflects the practical and functional benefits of a product or service that meet consumer needs. Hedonic value is related to the pleasure and emotional experience felt when using a product or service. Meanwhile, social value relates to how the product can improve status or self-image in the eyes of others. These three values significantly drive consumers' intention to buy a product. So the higher the utilitarian value, hedonic value, and social value, the higher the consumer purchase intention on e-commerce live streaming.

INTRODUCTION

In recent years, live streaming e-commerce has become a significant global trend that is attracting attention from both social and economic perspectives (Wu & Huang, 2023). Live streaming drives authenticity, visualization and interaction in online shopping by giving customers access to multimedia and multidimensional product displays in real-time (Wu & Huang, 2023). The widespread use of live streaming was spurred by the COVID-19 pandemic, which prompted an increase in online sales and shopping on e-commerce platforms as a result of large-scale social restrictions (PSBB). Indonesian e-commerce experienced rapid growth of

150% from 2019 to 2022, with market value increasing from 17.59 billion US dollars to 44.93 billion US dollars (Arisman & Salehudin, 2022).

Major marketplaces in Indonesia, such as Shopee, have utilized the live streaming feature as a main strategy to improve their e-commerce platforms (Arisman & Salehudin, 2022). Shopee's live streaming feature, known as Shopee live, is the live streaming with the highest number of uses, reaching 83.4% (Databoks, 2022). The survey results also identified that around 83.7% of Indonesians had watched the online shopping feature via live shopping. The same survey found that around 55% of Indonesians have used live shopping to buy goods. Even though Shopee live is experiencing rapid growth, there is still a gap between the number of viewers and actual buyers (Arisman & Salehudin, 2022). This triggers questions about what influences consumer purchase intention on e-commerce live streaming.

The Theory of Planned Behavior (TPB) describes purchase intention as being shaped by attitudes, subjective norms, and the perception of behavioral control. (Hai Binh & Thi Mai Le, 2023). Attitude is defined as a person's favorable or unfavorable perception of a particular action, while subjective norms relate to social influences that can encourage or inhibit this behavior. Perceived behavioral control reflects an individual's perception of the ease or difficulty of carrying out an action. These three factors are the keys to forming a person's purchase intention (Hai Binh & Thi Mai Le, 2023).

Online purchase intention is a person's intention to carry out transactions online (Pavlou, 2003). This transaction process includes various stages where consumers evaluate product choices, considering the benefits, risks, and impacts of these decisions (Zhang et al., 2024). One approach that is often used to understand purchase intention is perceived value (Gan & Wang, 2017).

Perceived value is a person's belief that underlies purchasing decisions, where consumers can choose the same or different products based on the value they feel (Gan & Wang, 2017). Perceived value refers to consumers' perceptions regarding the benefits obtained from a product or service (Gan & Wang, 2017). This is important because in the decision-making process, consumers not only consider the price or product features, but also the subjective value they feel, including emotional and psychological aspects. If consumers feel that the product provides value that meets the expectations and benefits they are looking for, then this will form a positive attitude towards the product or service (Hai Binh & Thi Mai Le, 2023).

In the TPB framework, positive attitudes formed from perceived value play a key role in encouraging consumers' online purchase intention (Hai Binh & Thi Mai Le, 2023). This positive attitude, which is one of the main elements in the TPB, tends to increase consumers' intention to buy products online. Thus, perceived value not only influences consumer attitudes but also strengthens their interest in conducting online transactions.

Perceived value is classified variously by various researchers, but the three main values that are most widely used are utilitarian value (e.g., Adi et al., 2024; Arisman & Salehudin, 2022; Chang & Tseng, 2013; Gan & Wang, 2017; Wongkitrungrueng & Assarut, 2020; Wu & Huang, 2023; Zhang et al., 2024), hedonic value (e.g., Adi et al., 2024; Arisman & Salehudin, 2022; Chang & Tseng, 2013; Gan & Wang, 2017; Wongkitrungrueng & Assarut, 2020; Wu & Huang, 2023; Zhang et al., 2024), dan social value (e.g., Arisman & Salehudin, 2022; Gan & Wang, 2017; Guo et al., 2024; Wongkitrungrueng & Assarut, 2020; Wu & Huang, 2023; Zhang et al., 2024).

Utilitarian refers to the practical and functional value of a product or service. Utilitarian values reflect a view of practical utility, for example the ease of operation and comfort offered (Zhang et al., 2024). Some researchers find aspects of utilitarian value such as ease of use (e.g., Adi et al., 2024; Gan & Wang, 2017; Nasution & Nasution, 2023; Wongkitrungrueng & Assarut, 2020; Zhang et al., 2024), user comfort (e.g., Arisman & Salehudin, 2022; Wongkitrungrueng & Assarut, 2020; Wu & Huang, 2023; Zhang et al., 2024), product usability (e.g., Gan & Wang, 2017; Wongkitrungrueng & Assarut, 2020), dan cost efficiency (e.g., Adi et al., 2024; Cai et al., 2018; Gan & Wang, 2017). In the theory of planned behavior, consumers who view products or services as efficient and practical tend to develop better attitudes, which ultimately drives purchase intention (Hai Binh & Thi Mai Le, 2023).

Hedonic refers to a person's behavior to seek pleasure and self-satisfaction as the main goal in carrying out an activity (Anggreani & Suciarto A., 2020). Hedonic value includes emotional aspects such as prestige (e.g., Adi et al., 2024; Novela et al., 2020; Wu & Huang, 2023), pleasure (e.g., Arisman & Salehudin, 2022; Gan & Wang, 2017; Guo et al., 2024; Novela et al., 2020), and a sense of satisfaction (e.g., Arisman & Salehudin, 2022; Nasution & Nasution, 2023; Novela et al., 2020). If utilitarian purchases are driven by practical needs, hedonic purchases are more impulsive and driven by the desire to obtain pleasure and personal satisfaction which is often triggered by emotion or imagination (Nasution & Nasution, 2023). In the theory of planned behavior, hedonic value influences consumer attitudes by providing positive emotional experiences when shopping (Valesi et al., 2024). When consumers feel

pleasure and satisfaction while shopping via live streaming, their attitudes towards products and purchases tend to be more positive and ultimately increase purchase intention (Wu & Huang, 2023).

Social refers to aspects of interaction and the impact a product or service has on an individual's status, relationships and perceptions in society. Social value pertains to the advantages consumers gain in a social context when they utilize a product or service. Social values include aspects such as social identity (e.g., Arisman & Salehudin, 2022; Gan & Wang, 2017; Wongkitrungrueng & Assarut, 2020; Wu & Huang, 2023), self-actualization (e.g., Koo et al., 2008; Wongkitrungrueng & Assarut, 2020), and social affiliation (e.g., Arisman & Salehudin, 2022; Koo et al., 2008; Wongkitrungrueng & Assarut, 2020). In the theory of planned behavior, social values play a more important role in shaping consumer attitudes towards products, because consumers tend to see purchases as a way to strengthen their social identity (Lin & Dong, 2023). When consumers feel that a product can improve their social status or help them affiliate with a particular group, their attitudes toward purchasing that product become more positive (Arisman & Salehudin, 2022).

This research aims to determine whether utilitarian value, hedonic value, and social value influence consumer purchase intentions in e-commerce live streaming. This research will explain how utilitarian values, hedonic values, and social values encourage the formation of attitudes which ultimately strengthen consumer purchase intentions in e-commerce live streaming by referring to the theory of planned behavior.

RESEARCH METHODS

Population and Sample

This research aims to determine whether utilitarian value, hedonic value, and social value influence consumer purchase intentions in e-commerce live streaming. The population consists of Shopee consumers in Indonesia who have experience interacting with or have purchased a product via Shopee live streaming.

Shopee visitors in 2023 will total 237 million visits (Databoks, 2023). Because the number of population members is large, a sample is used. The sample consisted of some Shopee consumers who had participated or interacted in live streaming on the platform. Sample selection was carried out to ensure that respondents had relevant experience with the phenomenon under study, namely using the live streaming feature for shopping. The sample size in this study was based on guidelines from Hair Jr et al. (2014), where the number of

respondents (n) depends on the number of question indicators, which ranges from ($n \times 5$) to ($n \times 10$) the number of question indicators. So, if $n=14$, the sample size is 140 respondents. The sampling technique was carried out using a purposive sampling technique with the criteria: shopee users who had shopped via the Shopee live streaming platform or shopee users who had shopped via the Shopee live platform in the last 1 month.

Method of collecting data

Data collection was carried out using a questionnaire in the form of a Google Form, which was distributed to respondents who had made purchases through Shopee Live. The questionnaire is considered suitable for collecting data from relatively large samples spread across various regions (Hendrawan & Agustini, 2021). The questionnaire was shared online by the researchers via social media platforms, such as WhatsApp, targeting friends, relatives, and family members who fit the criteria. Apart from that, to make it easier to reach target respondents, the questionnaire will also be distributed via Instagram to the researcher's 920 followers and respondents will be selected who have met the criteria. This is done until the specified number of respondents is reached.

The questionnaire was designed with multiple-choice options using a 5-point Likert scale, ranging from 1, "strongly disagree," to 5, "strongly agree." This scale was utilized to assess respondents' perceptions of the studied variables, including utilitarian value, hedonic value, social value, and purchase intention.

Before distributing the questionnaire, a validity test was carried out on the items in the questionnaire to ensure their validity. Validity testing uses Product Moment to prove that all questionnaire items have a calculated r value greater than r table (0.139) at a significance level of 5% with $df = 139$.

Reliability test was measured using Cronbach's Alpha. A Cronbach's Alpha value above 0.6 indicates a reliable questionnaire, meaning that the questionnaire can be trusted and the measurement results will be consistent if retested (Ghozali, 2018).

Measurement

The independent variables are utilitarian value, hedonic value, and social value. The dependent variable is purchase intention. The following are the definitions and measurements of each:

1. Utilitarian value reflects the practical and functional usefulness of a product or service. The measurements include: (1) ease of use, (2) user comfort, (3) product usability and (4) cost efficiency.
2. Hedonic value reflects behavior seeking pleasure and self-satisfaction as the main goal in carrying out an activity. The measurements include: (1) prestige, (2) pleasure, and (3) satisfaction.
3. Social value refers to the benefits consumers gain in a social context when they use a product or service. The measurements include: (1) social identity, (2) self-actualization and (3) social affiliation
4. Purchase Intention reflects a person's intention to carry out online transactions. Transactions carried out refer to the desire to buy a product via the internet. The measurements include: (1) consumers evaluating product choices, (2) considering the benefits, (3) risks, and (4) the impact of the decision.

Data Analysis Methods

In this research, the statistical analysis method used is multiple linear regression analysis. Multiple linear regression analysis was chosen to test the influence of utilitarian value (X1), hedonic value (X2), and social value (X3) as independent variables on the dependent variable, namely purchase intention (Y) among Shopee live consumers.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

To test the significance of the influence of the independent variable on the dependent variable, a t test and F test were carried out. The t test was used to assess partial effects, while the F test assessed simultaneous effects.

The coefficient of determination (R square) measures how much the independent variable explains the variance of the dependent variable. The higher the R square value, the stronger the influence of the independent variables and the fit of the model.

RESULTS AND DISCUSSION

This research uses data from 140 respondents. The following are the characteristics of the research respondent profile.

Table 1. Characteristics of Respondent Profiles

Category	Frequency	Percent
Gender		
Male	48	34,3
Female	92	65,7
Total	140	100,0
AGE		
< 15 Year	1	,7
> 35 Year	12	8,6
16 – 25 Year	89	63,6
26 – 34 Year	38	27,1
Total	140	100,0
Status		
Work	1	,7
Housewife	6	4,3
Civil Servants (ASN)	19	13,6
Private employees	24	17,1
Student	81	57,9
Businessman	9	6,4
Total	140	100,0
Income Per Month		
< 2.000.000	26	18,6
> 11.000.000	2	1,4
2.000.000 – 4.999.99	62	44,3
5.000.000 – 7.999.99	47	33,6
8.000.000 – 10.999.9	3	2,1
Total	140	100,0
Have you ever watched Shopee Live Streaming?		
Ever	140	100,0
How long did you watch the Shopee live streaming session?		
< 5 minute	23	16,4
> 27 Minute	2	1,4
11-16 minute	35	25,0
17-22 minute	17	12,1
22-27 Minute	1	,7
5-10 minute	62	44,3
Total	140	100,0
How often do you purchase a product via Shopee live?		
Seldom	30	21,4
Often	110	78,6
Total	140	100,0
How many times have you used the Shopee Live Streaming feature to buy products in the last month?		
> than 4 times	11	7,9
1 times	27	19,3
2 times	36	25,7

Category	Frequency	Percent
3 times	37	26,4
4 times	29	20,7
Total	140	100,0

Based on the table above, it can be seen that women constitute 65.7% of respondents, and the largest age group is 16–25 years (63.6%). Students constituted the majority of respondents (57.9%), followed by private sector workers (17.1%) and government employees (13.6%). Regarding monthly income, the majority of respondents (44.3%) earned between IDR 2,000,000 and IDR 4,999,999, while 18.6% earned less than IDR 2,000,000 and 1.4% earned more than IDR 11,000,000. All respondents (100%) admitted to having watched Shopee's live streaming, and most of them (44.3%) did so for five to ten minutes. 25.7% of respondents said they make purchases through Shopee Live twice a month, while the majority of respondents (78.6%) said they make purchases through Shopee Live regularly. This shows that Shopee live streaming has a significant influence on purchasing behavior, especially among students and students with middle incomes.

Table 2. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
UV1	140	2,00	5,00	3.9786	.94044
UV2	140	1,00	5,00	4.0286	.95166
UV3	140	1,00	5,00	3.8929	.94979
UV4	140	1,00	5,00	4.1714	.85615
HV1	140	2,00	5,00	4.1357	.86674
HV2	140	2,00	5,00	4.1286	.82969
HV3	140	1,00	5,00	4.0929	.90479
SV1	140	1,00	5,00	4.0929	.88062
SV2	140	2,00	5,00	4.0214	.86887
SV3	140	2,00	5,00	4.1214	.81768
PI1	140	1,00	5,00	4.1000	.91589
PI2	140	1,00	5,00	4.0357	.85167
PI3	140	1,00	5,00	4.0643	.85840
PI4	140	1,00	5,00	4.1429	.94885

It is clear from the table above that the majority of respondents assigned relatively high scores to each of the characteristics examined, indicating a favorable trend towards each of them. Utilitarian value (UV), hedonic value (HV), social value (SV), and purchase intention (PI) were generally considered good by respondents, as evidenced by the mean values for each item (UV1, UV2, UV3, UV4, HV1, HV2, HV3, SV1, SV2, SV3, PI1, PI2, PI3, and PI4) ranged

from 3.89 to 4.17. The high mean value (4.17) and relatively low standard deviation (0.86) of item UV4, for example, indicates that respondents believe the product tested has excellent and consistent utilitarian value. However, item UV3 had a good reaction even though it had the lowest average value (3.89). With relatively little variability in respondents' answers, as seen from the not very large standard deviation, ranging from 0.81 to 0.95, these results indicate that the analyzed items appear to have the capacity to influence customers' purchase intentions. This shows that respondents' perceptions about the impact of social, hedonistic and utility values on purchase intentions are consistent.

Table 3. Validity Test

Variable	Indicator	R Table	R Count	Information
Utilitarian Values	UV1	0,139	0,678	Valid
	UV2	0,139	0,666	Valid
	UV3	0,139	0,628	Valid
	UV4	0,139	0,566	Valid
Hedonic Value	HV1	0,139	0,703	Valid
	HV2	0,139	0,719	Valid
	HV3	0,139	0,653	Valid
Social Values	SV1	0,139	0,675	Valid
	SV2	0,139	0,644	Valid
	SV3	0,139	0,655	Valid
Purchase Intention	PI1	0,139	0,692	Valid
	PI2	0,139	0,651	Valid
	PI3	0,139	0,692	Valid
	PI4	0,139	0,639	Valid

Table 3. showed the result of validity testing, and $r \text{ count} > r \text{ table}$ so it can be say all the indicators in this research already valid.

Table 4. Reliability Test

Variabel	Cronbach Alpha	Keterangan
Utilitarian Values	0,814	Reliabel
Hedonic Value	0,831	Reliabel
Social Values	0,809	Reliabel
Purchase Intention	0,836	Reliabel

Table 4. showed the result of reliability testing and all the variable have the value of Cronbach Alpha higher than 0.6. So it can be say reliable.

Table 5. F Test

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	760.602	3	253,534	79,643	,000 ^b
Residual	432.941	136	3,183		
Total	1193.543	139			

a. Dependent Variable: PI

b. Predictors: (Constant), SV, UV, HV

Table 5. showed the F test result and the significant value is $0.000 < 0.05$ which means that this research model is fit.

Table 6. R-square

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,798 ^a	,637	,629	1.78421

a. Predictors: (Constant), NS, NU, NH

b. Dependent Variable: PI

Based on the analysis that has been carried out, the r-square value is 0.637, which means that the Utilitarian Value, Hedonic Value, and Social Value variables can influence the Purchase Intention variable by 63.7% and the remaining 36.3% is influenced by other variables.

Table 7. Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,268	,942		2.409	.017
	UV	,326	,084	,330	3.869	.000
	HV	,499	,116	,384	4.302	.000
	SV	,218	,100	,162	2.170	.032

a. Dependent Variable: PI

Based on the analysis that has been carried out, for the Utilitarian Value variable, the sig. The value is $0.000 < 0.05$, which means H1 is accepted and the Utilitarian Value can influence Purchase Intention.

Hedonic Value Variable, sig value. The value is $0.000 < 0.05$, which means H2 is accepted and Hedonic Value can influence Purchase Intention.

Social Value Variable, sig value. The value is $0.032 < 0.05$, which means H3 is accepted and Social Value can influence Purchase Intention.

Discussion

Utilitarian Value and Its Influence on Purchase Intention

So if the utilitarian value is better, it means that respondents think that they feel the Shopee live streaming feature makes it easier to understand product information, the direct interaction during Shopee live streaming increases their comfort, the direct explanation during Shopee live streaming makes them appreciate the benefits of the products offered, they feel that the product being promoted during Shopee live streaming provides value for money. So it will increase purchase intention. Therefore, the higher the utility value of a product, the greater the possibility that consumers will have the intention to buy that product (Charisma & Suprapti, 2020).

Hedonic Value and Its Influence on Purchase Intention

So if the hedonic value is higher, it means that the products offered on Shopee live streaming give an exclusive impression, interactive displays during Shopee live streaming provide a pleasant shopping experience, clear and attractive presentations on Shopee live streaming make you satisfied, so it will further increase purchase intention. Thus, products that are able to fulfill emotional needs and provide enjoyment have more potential to increase consumer purchasing intentions (Nasution & Nasution, 2023).

Social Values and Their Influence on Purchase Intention

So if the products offered in Shopee live streaming reflect their lifestyle, the products offered in Shopee live streaming allow you to express yourself better, the products promoted in Shopee live streaming provide the opportunity to connect with communities who have similar interests, this will further increase purchases intention. Therefore, the stronger the social value associated with a product, the greater the likelihood that consumers will have the intention to buy that product (Zhang et al., 2024).

CONCLUSIONS AND RECOMMENDATION

Based on the analysis that has been carried out, the conclusions of this research are as follows:

1. Utilitarian Value can influence Purchase Intention.
2. Hedonic Value can influence Purchase Intention.
3. Social Value can influence Purchase Intention.

The suggestion from this research is that to increase customer purchase intentions, businesses and marketers should consider the three value categories of utility, hedonistic, and social in their marketing efforts. Businesses must design goods that meet customers' functional demands (utility value), as well as goods that can evoke favorable social associations (social value) and pleasurable emotional experiences (hedonic value). Additionally, because each customer may be more influenced by one of these values than another, it is important to tailor marketing materials to their individual preferences. This research could be expanded by investigating other factors that may influence purchase intentions and evaluating the impact of these variables across different product categories or industries.

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