

# The Role of Perceived Value Mediate the Effect of Utilitarian and Hedonic Shopping Value on Intent to Online Repurchase

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**Abstract:** Technological developments have positive direct implications for the business world, government, and human lifestyle. Online repurchases are of particular concern for Lazada's company behind the declining number of visitors on Lazada's e-commerce platform. The purpose of this study is to determine the role of perceived value in mediating the utilitarian and hedonic shopping value influences on intent to online repurchase. The study was conducted on Lazada online shopping site with a total of 90 respondents. Data obtained by distributing questionnaires were analyzed using technical analysis of structural equation modeling (SEM) based on partial least square (PLS). The results of this study indicate that utilitarian shopping value has a positive and significant effect on perceived value and intent to online repurchase. Hedonic shopping value has a positive and significant effect on perceived value and intent to online repurchase. Perceived value is able to mediate the positive influence of shopping values and hedonic shopping value positively and significantly on the intent to online repurchase on Lazada's online shopping site. This shows that perceived value has an important role in the utilitarian shopping value and consumer hedonic shopping value, thus increasing the intent to online repurchase on Lazada's online shopping site. In addition, Lazada management is expected to continue to pay attention to the values perceived by consumers such as utilitarian and hedonic and perceived value so that users continue to make repeat purchases online for goods or products provided on Lazada's e-commerce platform.

**Keywords:** E-Commerce, Utilitarian Shopping Value, Hedonic Shopping Value, Perceived Value, and Intent to Online Repurchase, Lazada.

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## I. INTRODUCTION

The current boom in the development of information and communication technology (ICT) has opened up a new era in the life of a pluralistic society such as in Indonesia, including in the business world, business, government institutions, and various other institutions that have an impact on the rapid development of ICT in Indonesia. The widespread implementation of ICT has provided many benefits and has broad implications related to performance, business performance, and the better quality of services that can be felt directly by the community. Today's lifestyle where most people tend to prefer something practical, easy, fast, and flexible. Internet-based trading activity services are increasingly emerging along with the development of ICT in Indonesia in presenting a service and transaction process that is fast and easy for its users. The presence of e-commerce internet-based technology has become the warmest web application that is still debated in the community and has consciously succeeded in changing market rules in transactions (Andani and Harry, 2015).

One of the most popular e-commerce among Indonesian people today is Lazada (Sa'adah Isnatus, 2018). Lazada is an e-commerce service platform as a business-to-consumer online shopping site (B2C) by offering a variety of tools, materials, and daily necessities as well as giving users complete freedom in choosing items to buy. Lazada makes it easy for users to make buying and selling transactions to get the desired item without the need to sacrifice a lot of energy and time.

TABLE 1: INDONESIA FIRST QUARTER 2018 E-COMMERCE MAP

E-Commerce	Monthly Visitor	Facebook	Twitter	Instagram	Employees
1. Lazada	117,572,100	22,268,300	345,100	556,200	1,479
2. Tokopedia	117,297,000	5,080,900	161,600	391,500	1,611
3. Bukalapak	95,589,900	2,020,800	131,200	258,100	1,233
4. Blibli	45,940,100	7,344,000	470,200	167,600	797
5. Shopee	34,510,800	9,022,400	29,000	712,700	1,129
6. JD ID	13,211,700	741,400	15,300	183,500	466
7. Bhinneka	7,373,900	1,045,300	104,900	19,600	454
8. Elevenia	6,279,600	1,203,700	126,100	120,900	303
9. Zalora	5,205,500	7,200,900	68,700	262,900	409
10. Mataharimall	3,974,000	1,586,100	105,400	297,000	568

Source: *ipriceinsight*

In the first quarter Lazada had 1.5 million followers on social media twitter, 4.1 million followers on Instagram social media, 75 million followers on social media Facebook, and as many as 10,000 active employees working on e-commerce platforms in Indonesia in the quarter I in 2018. Lazada was ranked first in the number of visitors or active users who at least accessed the website within one month and the most number of followers on Facebook social media. In the third quarter, the number of Lazada visitors decreased dramatically compared to other e-commerce platforms, which was around 69% compared to visitors in the first quarter of the same year. Meanwhile, in the third quarter of Indonesia e-commerce maps, there were 383 million visitors accessing e-commerce platforms per month, this figure dropped by around 14% compared to the first quarter of 2018. While the number of followers on social media and Lazada's employees recorded an increase which is quite significant in the third quarter of 2018.

The e-commerce platform aims to provide services that are easy and fast in serving users. Consumer satisfaction is a major factor in building long-term relationships and obtaining repurchase intentions from consumers (Sajat et al., 2014). The success of e-commerce is in the repurchase of its customers, and to cause repeat purchases of online business people must create value that can be felt by consumers (Andani and Harry, 2015). Repurchase intention is a goal that must be achieved by e-commerce businessmen, therefore it requires service, credibility, and a good level of trust in order to generate interest in repeated purchases to consumers.

Repurchase Intention shows the loyalty of consumers to make another purchase of the same company (Changsu et al., 2012).

Repurchase Intention can arise if the effectiveness, value, and satisfaction obtained by users in shopping online using this e-commerce platform is achieved. The creation of repetitive buying interest is one of the goals of e-commerce business people and identifying factors that can influence consumers' consideration in conducting online repurchase intentions (intent to online repurchase) is very important for the sustainability of internet-based trading activity businesses such as e-commerce. If the value of an e-commerce platform exceeds the expectations of perceived value, there will be a sense of user loyalty towards the e-commerce platform that will lead to repurchase.

The values that can be felt by consumers when using e-commerce platforms include hedonic value, social value and epistemic value (Yang and Lin, 2014). This was also developed previously by Hence, Sweeney, and Soutar (2001) who said that consumer value consisted of utilitarian value, hedonic value, social value and epistemic value. The motivation of consumers in shopping when identified lies in extrinsic factors (utilitarian value) and intrinsic (hedonic value). Utilitarian shopping value applies when consumers only focus on an item that has tangible benefits when shopping, and influences consumer behavior in choosing products according to the customer's own needs while users who feel a low hedonic shopping value will cause their desires to decrease use an e-commerce platform because they do not experience, sensation and pleasure when using it (Fiore et al., 2005). Epistemic value refers to the value of a surprise (surprise) or the uniqueness and originality (novelty) of a product. Social value refers to the image and social presence.

In general, epistemic value and social value are not very able to influence e-commerce users to return to online repurchase intentions (intent to online repurchase) because of the many similar e-commerce platforms that have emerged so as to reduce the value and surprises they have and reduce their image and social presence obtained when using it. In contrast to epistemic value and social value, values such as utilitarian shopping value and hedonic shopping value will be affected if more competitors in the e-commerce internet-based trading activity business emerge so that the perceived value of these users will increase and tend to vary, causing consumers consider the intention to repurchase online on an e-commerce platform. So it is important for e-commerce internet-based trading activity businesses to optimize the value that users can feel when shopping online on e-commerce platforms to maintain and generate repetitive purchase intentions. Utilitarian shopping value is the value of consumers in shopping based on rational thoughts and logic, oriented towards goals that are considered effective and efficient, and do shopping in accordance with the benefits or more value obtained from an item or service.

On e-commerce platforms is a virtual meeting place between buyers and sellers, and when associated with consumers who think utilitarian shopping value, users of e-commerce platforms will tend to buy goods that are very much needed and have been planned in advance so that the time needed to obtain an item becomes more effective and efficient. Consumer perceived value is considered as one of the main aspects in the differentiation of e-commerce platforms because the perception of value defines the trust and desires of consumers, as well as the expectations of consumers after shopping for consuming products or services purchased (Kazakeviciute and Banyte, 2012).

Hedonic shopping value is a value perceived by consumers in the form of purchasing decisions by relying on emotional responses, fantasies, and sensations that want to be felt when shopping based on affective stimulation of consumers. When associated with consumers who think in a hedonic shopping value, users of e-commerce platforms will tend to choose items to be purchased based on experience, pleasure, and sensations obtained from the goods to be purchased only to fulfill the customer's personal desires. Previous research has been carried out by Andani and Harry (2015) which states that intent to online repurchase is influenced by utilitarian shopping value and hedonic shopping value mediated by perceived value. Research conducted by Samsi and Yanti (2014) shows that hedonic value and utilitarian value have an influence on repurchase intention.

Fang et al. (2016) conducted a study on the influence of consumer heterogeneity, perceived value, and repurchase decision-making in online shopping. The use of utilitarian shopping value variables and hedonic shopping value is based on previous research by Kim et al. (2012) the results of the study showed that there were positive and significant influences between utilitarian and hedonic variables with repeated purchase intentions. While the use of the variable perceived value is based on previous research by Kim et al. (2012) the results of this study show significant results namely trust and price as an indicator of the value of internet shopping (utilitarian and hedonic) which has a positive effect on perceived value. Based on the results of a pre-survey conducted on 47 respondents in Denpasar City, it can be explained that of the 47 respondents we surveyed 46 respondents had done shopping online and 1 respondent had never shopped online so he could not continue answering questions. Users of e-commerce platforms who were satisfied when shopping online were 38 respondents and 8 other respondents answered no. The above results mean confirming data from the Snapchart Research Institute in 2018 which says most of the consumers who are productive are active in shopping online.

Based on the results of the pre-survey also obtained from 46 respondents, as many as 43 respondents answered the higher the value of an item in the mind or perception of consumers, the greater the chance of consumers to make a repeat purchase. Hence, Sweeney, and Soutar (2001) who say consumer value consists of utilitarian value, hedonic value, social value and epistemic value. In the pre-survey, the researchers asked of the four values, which value was their main reason to cause intention to buy back online. Based on the results of the pre-survey with the number of respondents 46, it was found that 43 respondents agreed that the utilitarian shopping value statement and 3 respondents answered no. Then 27 respondents agreed to the hedonic shopping value statement and 19 respondents answered no. Whereas for the epistemic value statement only 10 respondents agreed and 36 answered no, so also the statement about social value was only approved by 16 respondents and 30 answered no. Most respondents consider that intent to online repurchase is influenced by the utilitarian shopping value and the hedonic shopping value that they feel, as well as the value of perceived perceived value on repeat online purchases. So that in this study examined the utilitarian shopping value and hedonic shopping value independent variables on intent to online repurchase and perceived value as mediating variables.

## **II. CONCEPTUAL MODEL AND HYPOTESIS DEVELOPMENT**

### **The effect of utilitarian shopping value on perceived value:**

Research conducted by Liao and Lin (2007) shows that consumers who shop through the internet have utilitarian shopping value. Consumers get the expected value of a product that indicates utilitarian value has a role in influencing consumer perceptions of an item or product in shopping online. Research conducted by Kim et al. (2012) and Mohammad (2016) show the results that utilitarian shopping value has a positive and significant effect on consumer e-commerce perceived value. Based on the statement the hypothesis is

#### **H1: Utilitarian shopping value has a positive and significant effect on perceived value**

### **The effect of hedonic shopping value on perceived value**

The research conducted by Kim et al. (2012), Mohammad (2016), Purwanto and Kuswandi (2017) show that hedonic shopping value has a positive and significant effect on consumer e-commerce perceived value. Based on the statement the hypothesis is

#### **H2: Hedonic shopping value has a positive and significant effect on perceived value**

### **The effect of utilitarian shopping value on intent to online repurchase**

The results of the study of Kim et al. (2012), Khare and Rakesh (2011) found that utilitarian shopping values mostly affect positively the intention to buy online. These results are also supported by the research of Yi Lin and Wen Chen (2009) which states that the higher utilitarian value will positively moderate the repurchase decision. Based on the statement the hypothesis is

#### **H3: Utilitarian shopping value has a positive and significant effect on intent to online repurchase**

### **The effect of hedonic shopping value on intent to online repurchase**

The results of the study from Kim et al. (2012), Funmimola and Rofiat (2018), Li YP (2016) found that hedonic value has a stronger positive impact on repurchase intention. Hedonic Shopping Value is a value perceived by consumers in the form of purchasing decisions by relying on emotional responses, fantasies, and sensations that want to be felt when shopping based on affective stimulation of consumers. Because this value has a strong influence on online repurchases, the following hypotheses can be formulated:

#### **H4: Hedonic shopping value has a positive and significant effect on intent to online repurchase**

### **The effect of perceived value on intent to online repurchase**

The results of the study from Kim et al. (2012), Saher Irshad (2016), Bjorn Frank et al. (2014) that perceived value has a positive effect on repurchase intention. Perceived value is a measurement made by consumers of the utility of a product based on perceptions of what is gained and sacrifices made by consumers. This is in line with previous research which states that perceived value has a direct influence on the intention to repurchase online, the hypothesis can be formulated as follows:

#### **H5: Perceived value has a positive and significant effect on intent to online repurchase**

### **The perceived value role mediates the effect of utilitarian shopping value on intent to online repurchase**

The research results from Nikhashemi (2016), Mohammad (2016), Kwun and Oh (2004) state that utilitarian shopping value has a positive and significant effect on perceived value. Based on this, the hypotheses that can be developed in this study is:

#### **H6: Perceived value can mediate the effect of utilitarian shopping value on intent to online repurchase**

### **The perceived value role mediates the effect of the hedonic shopping value on intent to online repurchase**

At the researcher Nikhashemi (2016), Purwanto and Kuswandi (2017), Kwun and Oh (2004) said that the hedonic value plays a positive role to improve the overall perceived value. Based on this, the hypotheses that can be developed in this study is:

#### **H7: Perceived value can mediate the effect of hedonic shopping value on intent to online repurchase**

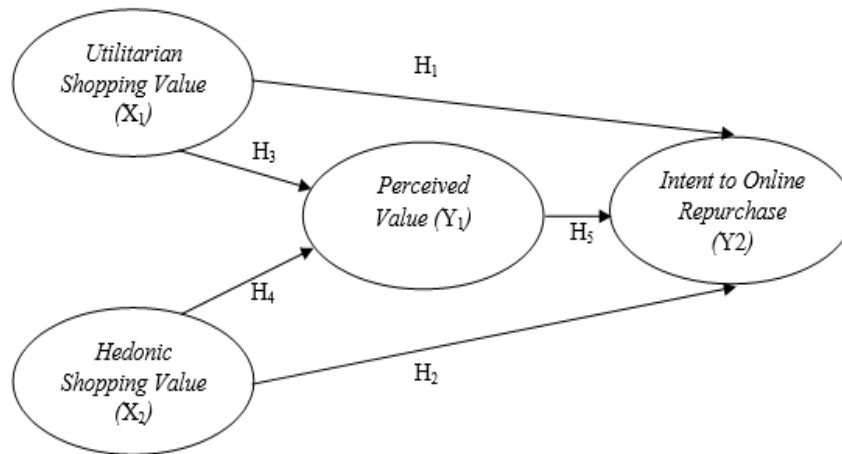


Figure 1: Conceptual Model

### III. RESEARCH METHODOLOGY

This study uses an associative method to explain the relationship between utilitarian shopping value variables and hedonic shopping value on intent to online repurchase on Lazada online shopping sites which are mediated by perceived value variables. The population in this study were all Lazada e-commerce platform users in Denpasar City whose numbers cannot be determined (infinite). The method of determining the sample used is non-probability sampling which is chosen is purposive sampling, namely the technique of determining the sample with certain considerations. The sample used was 90 respondents and the data collection method used in this study was an online questionnaire. The data analysis technique used is Structural Equation Modeling (SEM). SEM is used based on variance or often called Partial Least Square (PLS). All variables studied along with their respective symbols and indicators are summarized in Table 2

TABLE 2: RESEARCH VARIABLE INDICATORS

Variable	Dimension	Indicator	Reference
Exogenous (X)			
Utilitarian Shopping Value (X <sub>1</sub> )	1) Efficiency (X <sub>1.1</sub> )	1) Saving time (X <sub>1.11</sub> )	Kim (2006); Florsheim (2008); Kim <i>et al.</i> (2012)
		2) Saving money (X <sub>1.12</sub> )	
	2) Achievement (X <sub>1.2</sub> )	3) Ease of choosing (X <sub>1.13</sub> )	
		4) Satisfied (X <sub>1.21</sub> )	
		5) Buy as needed (X <sub>1.22</sub> )	
Hedonic Shopping Value (X <sub>2</sub> )	1) Pleasure (X <sub>2.1</sub> )	Yang dan Lin (2014); Zhang <i>et al.</i> (2016); Kim <i>et al.</i> (2012)	
	2) Interest (X <sub>2.2</sub> )		
	3) Relax (X <sub>2.3</sub> )		
Endogenous (Y)			
Perceived Value (Y <sub>1</sub> )	1) Quality (Y <sub>1.1</sub> )	Sweeney dan Sountar (2001); Andani dan Harry (2015)	
	2) Safety (Y <sub>1.2</sub> )		
	3) Privacy (Y <sub>1.3</sub> )		
	4) Low price (Y <sub>1.4</sub> )		
Intent to online repurchase (Y <sub>2</sub> )	1) Revisit (Y <sub>2.1</sub> )	Ling <i>et al.</i> (2010); Andani dan Harry (2015)	
	2) Buy back (Y <sub>2.2</sub> )		
	3) Plan back (Y <sub>2.3</sub> )		

Source: previous research study

#### IV. RESEARCH FINDING AND DISCUSSION

This study involved 90 respondents who fit the sample criteria. The identities of respondents who took part in this study included gender, age, level of education, and occupation which will be described as follows.

TABLE 3: CHARACTERISTICS OF RESPONDENT DEMOGRAPHY

Criteria	Classification	Respondent	%
<b>Gender</b>	Male	39	43,33
	Female	51	56,67
<b>Total</b>		<b>90</b>	<b>100</b>
<b>Age</b>	18-23	85	94,44
	24-29	3	3,33
	30-35	1	1,11
	≥42	1	1,11
<b>Total</b>		<b>90</b>	<b>100</b>
<b>Education</b>	High School	72	80,00
	Diploma	6	6,67
	Bachelor	11	12,2
	Magister	1	1,11
<b>Total</b>		<b>90</b>	<b>100</b>
<b>Occupation</b>	Student	74	82,22
	Private Employees	9	10
	Entrepreneur	2	2,22
	Civil Servants	5	5,56
<b>Total</b>		<b>90</b>	<b>100</b>

Source: Data processed, 2018

Based on the table above shows most of the respondents were female as many as 51 people or 56.67%. This condition shows that in general the respondents in this study were women. The dominating age is 18-23 years as many as 85 people or 94.44%. This condition shows that in general the respondents in this study were young people aged 18-23 years who usually shop online at Lazada. Most of the respondents with the last level of education are high school / equivalent as many as 72 people or 80.00%. This condition shows that in general the respondents in this study had the last level of education taken, namely high school. The dominating work is 74 students or 82.22%. Whereas there were no respondents with jobs as housewives. This condition shows that in general the respondents in this study had jobs mostly as students.

Questionnaires are declared valid if the statement contained in the questionnaire can measure what the researcher wants to measure. The minimum requirement for a questionnaire to fulfill validity is if  $r$  is greater than 0.30. In this study all the statement indicators in the variable Utilitarian Shopping Value, Hedonic Shopping Value, Perceived Value, and Intent to Online Repurchase have a pearson correlation that is greater than 0.3 so that it can be concluded that the statement in the questionnaire has met the data validity requirements.

Questionnaires are declared reliable if the results of Cronbach Alpha produce alpha values above 0.6, then the instruments used are said to be reliable. In this study all statement indicators in the Utilitarian Shopping Value, Hedonic Shopping Value, Perceived Value, and Intent to Online Repurchase variables have Cronbach Alpha which is greater than 0.6 so it can be concluded that all variable indicators in this study are reliable, so that they can be used as research instruments.

This study uses a variance-based structural equation (SEM) model approach, better known as SEM-PLS. The reason for using SEM-PLS is because of its powerful analytical method that is able to complete the model without having to follow the regression rules in general. Data analysis using SEM-PLS consists of two stages of evaluation, namely 1) evaluation of the measurement model (outer model) and 2) evaluation of structural models (inner models).

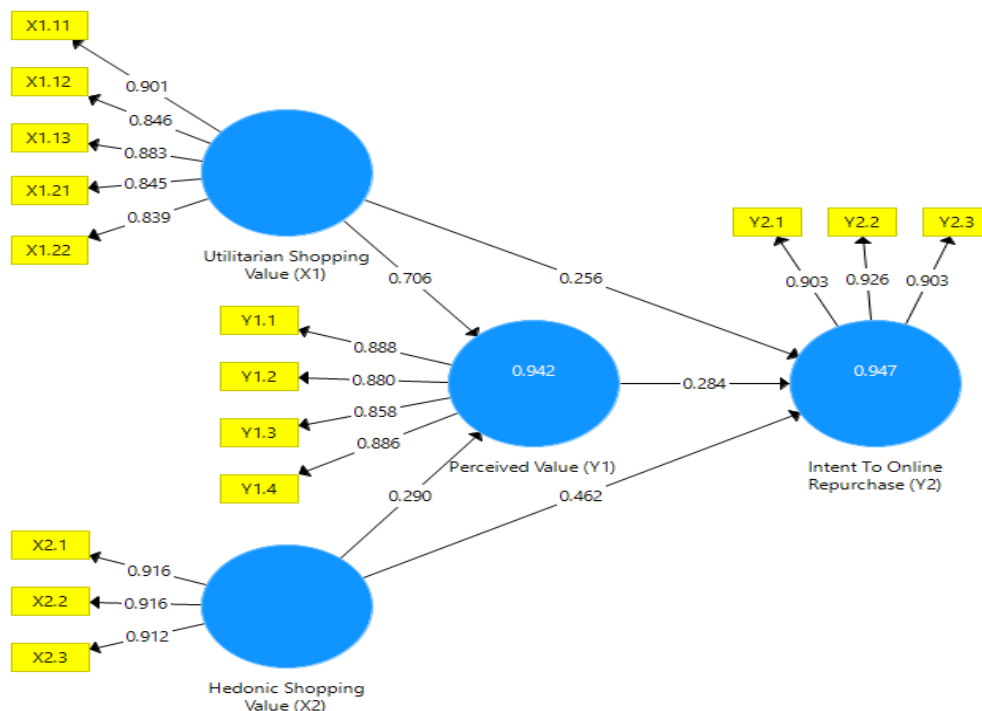


Figure 2: Outer Model

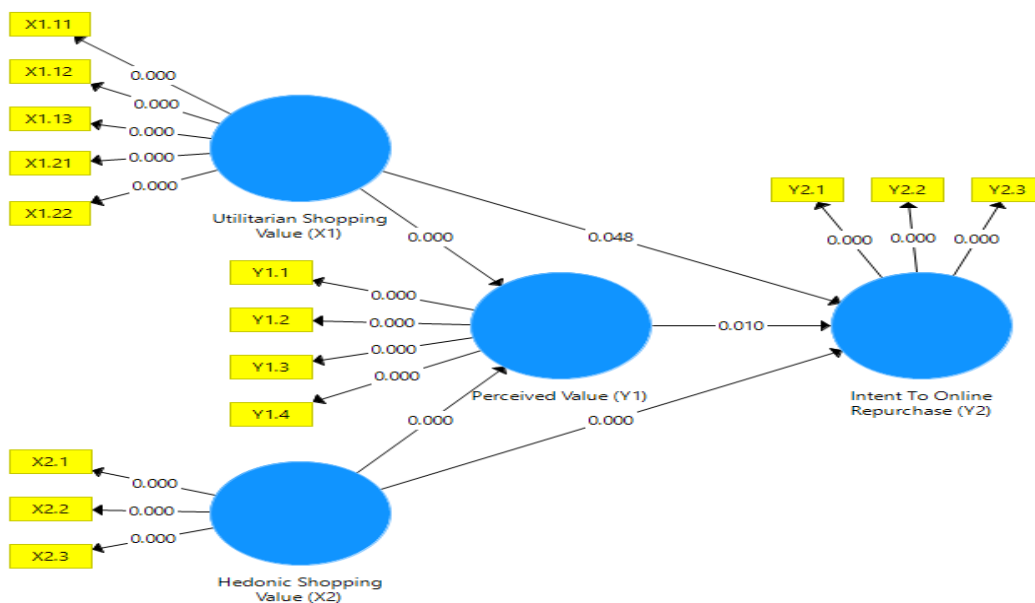


Figure 3: Inner Model

TABLE 4: THE RESULT OF DIRECT EFFECT TEST

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics</i>	<i>P Values</i>
<i>Utilitarian Shopping Value (X1) &gt; Perceived Value (Y1)</i>	0.706	0.704	0.048	14.755	0.000
<i>Utilitarian Shopping Value (X1) &gt; Intent to Online Repurchase(Y2)</i>	0.256	0.233	0.130	2.156	0.048

<i>Hedonic Shopping Value (X2) &gt; Perceived Value (Y1)</i>	0.290	0.290	0.045	6.483	0.000
<i>Hedonic Shopping Value (X2) &gt; Intent to Online Repurchase (Y2)</i>	0.462	0.470	0.084	5.529	0.000
<i>Perceived Value (Y1) &gt; Intent to Online Repurchase (Y2)</i>	0.284	0.299	0.110	2.576	0.010

Source: *Primary data processed*

Based on table 4, the p-value and t statistics for each variable are explained as follows.

1) The value of the p-value of the Utilitarian Shopping Value variable on the Perceived Value is 0,000 compared to a significant value of 0.05. Because the value of p-value <significant (0,000 <0,05) with a beta value of positive 0,706 and the value of t statistics of 14.755 compared with t-table with a significant 0.05 and degrees of freedom  $N - k = 90 - 4 = 86$  of 1,988. Because the value of t-statistics > t-value (14,775 > 1,988), it can be concluded that Utilitarian Shopping Value has a positive and significant effect on Perceived Value.

2) Value of p-value of Utilitarian Shopping Value variable against Intent to Online Repurchase. amounting to 0.048 compared to a significant amount of 0.05. Because the p-value <significant (0.048 <0.05) with a beta value of positive 0.256 and the value of t statistics is 2.156 compared with t-table with a significant 0.05 and degrees of freedom  $N - k = 90 - 4 = 86$  of 1,988. Because the value of t-statistics > t-value (2.156 > 1.988), it can be concluded that Utilitarian Shopping Value has a positive and significant effect on Intent to Online Repurchase.

3) The p-value of the Hedonic Shopping Value variable against the Perceived Value is 0,000 compared to a significant value of 0.05. Because the value of p-value <significant (0,000 <0,05) with a beta value of positive 0,290 and the value of t statistics of 6,483 compared with t-table with a significant 0,05 and degrees of freedom  $N - k = 90 - 4 = 86$  of 1,988. Because the value of t-statistics > t-value (6.483 > 1.988), it can be concluded that Hedonic Shopping Value has a positive and significant effect on Perceived Value.

4) The value of the Hedonic Shopping Value variable p-value against Intent to Online Repurchase is 0,000 compared to a significant value of 0.05. Because the value of p-value <significant (0,000 <0,05) with a beta value of positive 0,462 and the value of t statistics of 5,529 compared with t-table with a significant 0,05 and degrees of freedom  $N - k = 90 - 4 = 86$  of 1,988. Because the value of t-statistics > t-value (5.529 > 1.988), it can be concluded that Hedonic Shopping Value has a positive and significant effect on Intent to Online Repurchase.

5) Perceived Value variable p-value value against Intent to Online Repurchase. amounting to 0.010 compared with a significant amount of 0.05. Because the value of p-value <significant (0.010 <0.05) with a beta value of positive 0.284 and the value of t statistics of 2.576 compared with t-table with a significant 0.05 and degrees of freedom  $N - k = 90 - 4 = 86$  of 1,988. Because the value of t-statistics > t-value (2.576 > 1.988), it can be concluded that the Perceived Value has a positive and significant effect on Intent to Online Repurchase.

**TABLE 5: THE RESULT OF INDIRECT EFFECT TEST**

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics</i>	<i>P Values</i>
<i>Utilitarian Shopping Value (X1)-&gt; Perceived Value (Y1)-&gt; Intent to Online Repurchase (Y2)</i>	0.201	0.212	0.086	2.335	0.020
<i>Hedonic Shopping Value (X2)-&gt; Perceived Value (Y1)-&gt; Intent to Online Repurchase (Y2)</i>	0.082	0.086	0.030	2.726	0.007

Source: *Primary data processed*



Based on table 5, the p-value values and t statistics variables are explained as follows.

6) The value of the p-value of the Utilitarian Shopping Value variable against the Intent to Online Repurchase through the Perceived Value is 0.020 compared to a significant value of 0.05. Because the value of p-value <significant (0.020 <0.05) with a beta value of positive 0.201 and the value of t statistics of 2.335 compared with t-table with a significant 0.05 and degrees of freedom  $N - k = 90 - 4 = 86$  of 1,988. Because the value of t-statistics > t-value (2,335 > 1,988), it can be concluded that the Perceived Value mediates the effect of Utilitarian Shopping Value on Intent to Online Repurchase.

7) The p-value of Hedonic Shopping Value variables towards the Intent to Online Repurchase through the Perceived Value of 0.007 which is compared with a significant of 0.05. Because the p-value <significant (0.007 <0.05) with a beta value of positive 0.082 and the value of t statistics of 2.726 compared with t-table with a significant 0.05 and degrees of freedom  $N - k = 90 - 4 = 86$  of 1,988. Because the value of t-statistics > t-value (2,726 > 1,988), it can be concluded that the Perceived Value mediates the effect of Hedonic Shopping Value on Intent to Online Repurchase.

## V. CONCLUSIONS AND SUGGESTIONS

Based on the results of the research analysis and the results of the discussion in the previous chapter, the conclusions from this study are as follows:

- 1) Utilitarian shopping value has a positive and significant effect on perceived value. This means that if the Utilitarian shopping value increases, the perceived value also increases.
- 2) Hedonic shopping value has a positive and significant effect on perceived value. This means that if the Hedonic shopping value increases, the perceived value also increases.
- 3) Utilitarian shopping value has a positive and significant effect on intent to online repurchase. This means that if the Utilitarian shopping value increases, the intent to online repurchase also increases.
- 4) Hedonic shopping value has a positive and significant effect on intent to online repurchase. This means that if the Hedonic shopping value increases, the intent to online repurchase also increases.
- 5) Perceived value has a positive and significant effect on intent to online repurchase. This means that if the Perceived value increases, the intent to online repurchase also increases.
- 6) Perceived value can mediate the effect of utilitarian shopping value on intent to online repurchase. This means that Perceived value can strengthen the influence of the utilitarian shopping value on intent to online repurchase.
- 7) Perceived value can mediate the effect of hedonic shopping value on intent to online repurchase. This means that Perceived value can strengthen the influence of the hedonic shopping value on intent to online repurchase.

Suggestions that can be given to companies, especially to the management of Lazada Indonesia and further researchers who raise similar issues and topics are as follows.

- 1) The results of processing data on utilitarian shopping value variables show that the utilitarian shopping value variable occupies the criteria of "good", this means that the high utilitarian shopping value perceived by consumers will be directly proportional to the increase in consumer intention to online repurchase. While the buy as needed indicator with the statement "I shop online at Lazada just to buy the items I need" gets a smaller average value than other indicators. Therefore, to maintain the value felt by consumers from the utilitarian shopping value, Lazada management needs to always pay attention to the diversity of products or goods sold in order to facilitate all the needs and desires of Lazada's e-commerce platform users, because not all users will always buy the items needed but even unexpected support items can be intentional or unintentionally can be purchased by users of the e-commerce platform Lazada.
- 2) The results of data processing regarding the hedonic shopping value variable indicate that the hedonic shopping value variable occupies the criteria of "good", this means that the high hedonic shopping value that consumers perceive will be directly proportional to the increase in consumer intention to online repurchase. But the indicator of pleasure with the statement "I feel happy when buying the items I want online at Lazada" gets a smaller average value than other indicators. Therefore, to maintain the perceived value of consumers from the hedonic shopping value, Lazada management needs to always pay attention to the conformity of the goods ordered to reach consumers, so that there will be a feeling of satisfaction and feeling happy or happy from Lazada's e-commerce platform users, because users will not feel happy when disappointed by Lazada even for the first time and this will be very detrimental to Lazada.

3) The results of data processing regarding perceived value variables show that the variable perceived value occupies the criteria of "good", this means that the high perceived value perceived by consumers will be directly proportional to the increase in intent to online consumer repurchase. However, privacy indicators with the statement "Lazada is able to protect users' personal information when they want to shop online" obtain a smaller average value than other indicators. Therefore, to maintain the value perceived by consumers from perceived value, Lazada management needs to always prioritize the confidentiality of the personal information of Lazada's e-commerce platform users, if the user's personal information is spread to the general public it can trigger criminal actions that should not occur if Lazada's management can keep private users' information confidential. This needs to be a serious concern for e-commerce Lazada.

4) Efforts to improve intent to online repurchase are better, Lazada management should monitor and pay attention to what makes users maximize the online repurchase, especially in terms of making users browse e-commerce platforms Lazada is more in-depth in finding the desired item. Lazada management can use a promo strategy such as discounts on products or goods that are in demand for a certain period of time, which are modified by attractive design and appearance so that the promos issued by Lazada are not always passed by users, but can lure users to buy these items even though not planned before, because among other indicators reflecting intent to online repurchase, the plan back indicator has the lowest average so that it can maximize the intent to online repurchase of e-commerce platform users Lazada.

5) Intent to online repurchase variables occupy the criteria of "good", this means that the high perceived value of consumers will be directly proportional to the increase in intent to online consumer repurchase. However, privacy indicators with the statement "Lazada is able to protect users' personal information when they want to shop online" obtain a smaller average value than other indicators. Therefore, to maintain the value perceived by consumers from perceived value, Lazada management needs to always prioritize the confidentiality of the personal information of Lazada's e-commerce platform users, if the user's personal information is spread to the general public it can trigger criminal actions that should not occur if Lazada's management can keep private users' information confidential. This needs to be a serious concern for e-commerce Lazada.

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