

## **The Effect Of Hedonic Value And Utilitarian Value On Purchase Intention With Emotional Pleasure As An Intervening Variable Towards Tiktok Influencers**

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### **Abstract**

This study aims to analyze the effect of hedonic value and utilitarian value on emotional pleasure, as well as the effect of both variables on purchase intention, with emotional pleasure as an intervening variable. Specifically, this study examines: (1) the effect of hedonic value on emotional pleasure; (2) the effect of utilitarian value on emotional pleasure; (3) the effect of hedonic value on purchase intention; (4) the effect of utilitarian value on purchase intention; and (5) the effect of emotional pleasure on purchase intention among consumers who watch product promotion content through TikTok live streams. The sample in this study consisted of 126 respondents, who were TikTok users in Indonesia that have previously watched product promotion content and showed interest in the promoted products. The sample size determination was based on the multiplication of the total research indicators by a coefficient of 7 ( $18 \times 7 = 126$ ). Data were collected through an online questionnaire distributed via Google Forms and disseminated through social media. The sampling technique used was purposive sampling, with the criteria that respondents must have watched product promotional content through TikTok live commerce. The results indicate that hedonic value has a positive and significant effect on purchase intention, utilitarian value has a positive and significant effect on purchase intention, and emotional pleasure has a positive and significant effect on purchase intention. Furthermore, utilitarian value has a positive and significant effect on emotional pleasure, while hedonic value has a positive but insignificant effect on emotional pleasure. The mediation test results also demonstrate that emotional pleasure significantly mediates the effect of utilitarian value on purchase intention and indirectly mediates the effect of hedonic value on purchase intention.

Keywords: Hedonic Value; Utilitarian Value; Emotional Pleasure; Purchase Intention; Live Commerce TikTok.

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## **INTRODUCTION**

The development of digital technology has brought significant changes to people's consumption patterns, especially through the use of social media as a means of searching for information, entertainment, as well as economic transactions. One of the platforms that is experiencing rapid growth is TikTok, a short video-based social media that now not only functions as an entertainment space, but also develops into an integrated commercial ecosystem through live streaming commerce features. This

transformation of TikTok's function makes it a strategic medium in modern digital marketing that is able to directly influence consumer behavior.

In the context of social media, exposure to promotional content that is packaged creatively and interactively has been proven to be able to increase consumer buying interest. Zhang et al. (2023) explain that the entertainment experience and information that users receive from TikTok content can form a positive perception of the product, thus encouraging the emergence of purchase intention. TikTok live streaming specifically presents a real-time experience that allows for two-way interaction between creators and audiences, creating a more personalized, persuasive, and emotional atmosphere compared to conventional forms of digital promotion.

The phenomenon of the strong influence of live streaming on buying behavior is also reflected in various industry reports. The Katadata Insight Center (2023) and Momentum Works (2023) reports show that TikTok Live is one of the main drivers of e-commerce transactions because the creator's interactive, persuasive, and entertaining communication style is able to trigger an emotional response from the audience. These findings are in line with the research of Zhang et al., (2023) who affirmed that real-time interaction in live streaming creates an intense entertainment experience, thereby increasing audience engagement. TikTok's year-on-year revenue growth, as shown in Business of Apps (2025) data, further strengthens the platform's position as an important actor in the digital economy.

TikTok as a short video-sharing platform is owned by ByteDance Ltd. and operates globally with the support of personalized recommendation algorithms through the *For You Page* feature, live streaming services, and an integrated e-commerce ecosystem through TikTok Shop. This algorithm-based business model and interactive content makes TikTok not only an entertainment application, but also a digital creative economy space that has a strategic role in shaping the consumption behavior of modern society (TikTok Newsroom, 2023). In this context, influencer and streamer-based marketing strategies are a key element in attracting attention and influencing audience purchase decisions.

This study specifically highlights the live streaming activities carried out by prominent content creator, Louise Scarlett, through the TikTok account @louissescarlettfamily. This account was chosen because it has a significant influence on the TikTok Shop Indonesia ecosystem and is known to be able to set very high sales records, one of which reached a turnover of IDR 45 billion in one broadcast day (Puspasari, 2023). In each live streaming session, Louise Scarlett applies a hybrid communication strategy by combining detailed, informative, and relevant product reviews (utilitarian value) with an energetic, attractive, and entertaining communication style (hedonic value). This approach has been proven to create high levels of audience engagement, as demonstrated by the number of viewers, comments, and interactions during live sessions.

However, high engagement is not always directly proportional to the level of purchase generated. Data from Momentum Works (2023) shows a mismatch between a large number of viewers and relatively low purchase conversions. This condition indicates that the purchase intention of the audience tends to be unstable, where most of the audience only plays the role of *spectators* without turning to the purchase decision. This phenomenon is an important research gap to be studied further, especially in understanding the psychological factors and values that affect purchase intention in the context of TikTok live streaming.

In the study of consumer behavior, purchase intention is seen as the main indicator that reflects the tendency of consumers to make purchases after receiving a marketing stimulus. A number of studies show that purchase intent arises when consumers feel a certain value from the product or content consumed. Adi et al., (2024) Handayani et al., (2020) and Aditya (2023), found that fun and entertaining experiences can increase consumer buying interest. Meanwhile, De Yusa (2023), Rominingtyas & Riptiono (2024), and Fuadah et al., (2025) prove that both hedonic value and utilitarian value have a significant influence on purchase intention.

Hedonic value refers to the value of fun, entertainment, and positive emotional experiences that consumers feel when interacting with digital content. In the context of TikTok Live, entertainment elements, creator communication styles, and interactive atmosphere are the main sources of hedonistic values. Handayani et al., (2020) stated that hedonistic motivation plays an important role in increasing purchase intention, because consumers tend to be more interested in experiences that provide emotional pleasure.

On the other hand, utilitarian value is related to the functional benefits obtained by consumers, such as clarity of information, product usability, and efficiency in decision-making. Fuadah et al., (2025), explain that consumers are more motivated to buy products when they feel tangible benefits that suit their needs and expectations. Therefore, the delivery of detailed and easy-to-understand product information in live streaming is an important factor in forming purchase intention.

In addition to hedonistic and utilitarian values, the emotional aspect also has a central role in the purchase decision-making process. Emotional pleasure describes the feeling of pleasure, comfort, and emotional attachment that arises when consumers interact with a piece of content. Nasution (2023), show that positive emotional responses while watching live streaming can increase purchase intention, so that emotions function as a psychological mechanism that bridges the influence of perceived value on purchase intention.

Based on this description, this study views that the low and unstable purchase intention on TikTok live streaming is not only influenced by a single factor, but is the result of the interaction between hedonic value, utilitarian value, and emotional pleasure. Therefore, this study is designed to test the influence of hedonic value and utilitarian value on purchase intention with emotional pleasure as an intervening

variable in the context of TikTok live streaming, especially on @louissescarlettfamily accounts.

The objectives of this study are to: (1) analyze the influence of hedonic value on emotional pleasure; (2) analyze the influence of utilitarian value on emotional pleasure; (3) testing the influence of hedonic value on purchase intention; (4) testing the effect of utilitarian value on purchase intention; and (5) analyzing the influence of emotional pleasure on purchase intention.

This research is expected to make a theoretical contribution in enriching the study of digital consumer behavior, especially related to the mechanism of forming purchase intention in the context of live streaming commerce. In addition, practically, the results of this study are expected to be a reference for content creators, MSME actors, and digital marketers in designing a live streaming strategy that is not only able to increase engagement, but also encourage purchase conversions in a sustainable manner.

## METHODOLOGY

This study uses a quantitative approach with the aim of examining the relationship and influence between variables objectively and measurably. The quantitative approach was chosen because it allows researchers to obtain numerical data that can be analyzed statistically to test the research hypothesis that has been formulated. This method is in line with the opinion of Sugiyono, (2018), who states that quantitative research focuses on measuring research variables through structured instruments and data analysis using statistical techniques. In this study, the variables analyzed included hedonic value and utilitarian value as independent variables, emotional pleasure as intervening variables, and purchase intention as dependent variables. The focus of the research was directed at the audience who watched TikTok live streaming content with the aim of finding out how hedonistic values and utilitarian values affect purchase intent through the role of emotional pleasure.

The population in this study is all TikTok users in Indonesia who have seen promotional content or product reviews through live broadcasts and have an interest in the products displayed. The population was chosen because it is relevant to the context of research that examines consumer behavior on the TikTok Live platform. Given the breadth of the population and the limitations of time and resources, this study used samples as a representation of the population. The determination of the number of samples refers to the approach of the number of research indicators multiplied by a number between five and ten, as stated by Amin (2021) and Mardhani et al. (2022). With a total of 18 indicators used in this study and a multiplier of seven, the number of samples set was 126 respondents.

The sampling technique used is non-probability sampling with the purposive sampling method. This technique was chosen because not all members of the population have the same chance of becoming respondents, but rather were selected

based on certain criteria that suit the purpose of the study. The respondent criteria in this study are active TikTok users in Indonesia who have watched promotional content or product reviews through influencer live streaming and have a tendency or intention to buy the products displayed. This approach is expected to be able to produce relevant data and in accordance with the focus of the research.

The data used in this study is primary data obtained directly from respondents. Data collection was carried out using questionnaires as research instruments that were disseminated online through Google Form. The use of online questionnaires was chosen because it was considered effective, efficient, and able to reach a wider number of respondents without location restrictions. The statements in the questionnaire were compiled based on indicators from each research variable, namely hedonic value, utilitarian value, emotional pleasure, and purchase intention. The measurement of respondents' answers used a five-point Likert scale, ranging from strongly disagree to strongly agree, to quantitatively capture respondents' level of approval of each statement.

The development of research instruments is carried out by formulating relevant indicators based on theoretical studies and previous research results. Each indicator is then elaborated into a statement item that is easy for respondents to understand and in accordance with the context of TikTok live streaming. The hedonic value variable is measured through indicators of shopping joy, adventure sensation, immersion, pleasure in spending time shopping, and entertainment from supporting elements. The utilitarian value variable is measured through indicators of feelings of achievement, ease of living, seller's expertise, product suitability with interests, suitability of product information, and fulfillment of needs. Emotional pleasure is measured using a semantic differential scale to capture emotional changes from negative to positive conditions, while purchase intention is measured through indicators of purchase intent, purchase plan, purchase estimate, purchase probability, and intention to recommend products.

Before further analysis is carried out, the collected data is first tested for quality through validity tests and reliability tests. The validity test was carried out to ensure that each statement item in the questionnaire was able to measure the variable in question, by comparing the calculated  $r$  value and the table  $r$  at a significance level of 0.05. The instrument is declared valid if the calculated value of  $r$  is greater than the  $r$  of the table. Furthermore, a reliability test was carried out to determine the consistency of respondents' answers using the Cronbach Alpha coefficient, where the instrument was declared reliable if it had a Cronbach Alpha value greater than 0.70. All tests were conducted using SPSS statistical software version 30.

The data analysis techniques in this study include descriptive analysis and inferential analysis. Descriptive analysis was used to describe the characteristics of respondents as well as the distribution of answers to each research variable based on the Likert scale score. This analysis aims to provide an overview of respondents' perceptions of hedonic value, utilitarian value, emotional pleasure, and purchase

intention. Furthermore, an inferential analysis was carried out to test the research hypothesis using multiple linear regression analysis. Before regression analysis is performed, the data are first tested with classical assumption tests which include a normality test using Kolmogorov-Smirnov, a heteroscedasticity test, and a multicollinearity test to ensure that the data meets the requirements of parametric analysis.

Multiple linear regression analysis was used to determine the influence of hedonic value and utilitarian value, either directly or through emotional pleasure, on purchase intention. Hypothesis testing is carried out through a partial test (t-test) to determine the influence of each independent variable individually, and a simultaneous test (F test) to determine the influence of independent variables together on the dependent variables. In addition, the determination coefficient ( $R^2$ ) is used to measure the extent of the model's ability to explain variations in purchase intention. To test the role of emotional pleasure as an intervening variable, the Sobel test was used to determine whether these variables were able to significantly mediate the influence of hedonic value and utilitarian value on purchase intention.

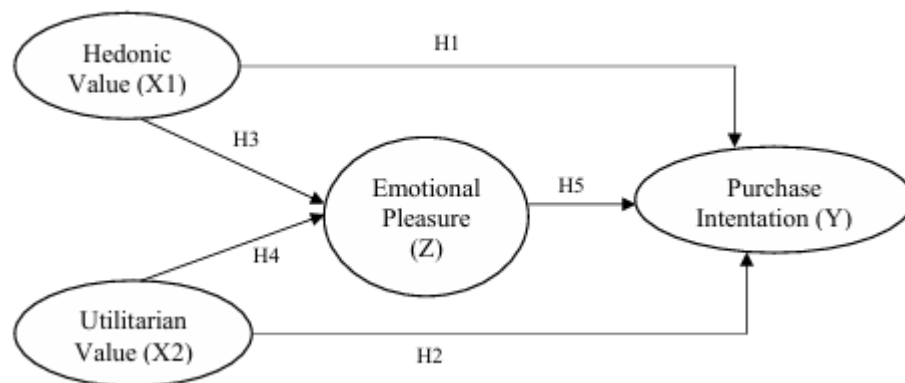


Figure 1. Research Thinking Framework

Hypothesis:

H1: Hedonic value has a positive effect on Purchase intention

H2: Utilitarian value has a positive effect on Purchase intention

H3: Hedonic value has a positive effect on Emotional Pleasure

H4: Utilitarian values have a positive effect on Emotional Pleasure

H5: Emotional Pleasure has a positive effect on Purchase intention

## RESULTS AND DISCUSSION

### Research Results

#### Overview of Research Objects

The object of this study is social media influencer Louise Scarlett through the TikTok account @louissescarlettfamily. The account has a high level of popularity and audience engagement, as shown by the number of followers of around 18.3 million with a total of over 166 million likes. The content presented focuses on short videos and live broadcasts (TikTok Live), specifically the promotion of beauty, body care, and

lifestyle products that are packaged in an informative, persuasive, and entertaining manner. Louise Scarlett also has a wide audience reach on other social media platforms, such as Instagram and YouTube, which strengthens her influence as a cross-platform influencer. The interactive and engaging nature of the content makes this account relevant as an object of research. Hedonistic value is reflected in a pleasant viewing experience, utilitarian value is seen in the clarity of information and product benefits conveyed, while emotional pleasure arises from the audience's positive emotional response during interaction. The combination of these aspects is considered to play a role in shaping consumer purchase intention, so that @louissesscarlettfamily account is seen as an appropriate object of research in the context of influencer marketing on the TikTok platform.

### **Research Data**

The data in this study was obtained from respondents through the distribution of questionnaires to consumers who had watched promotional content of TikTok influencer products @louissesscarlettfamily. Data collection is done online using Google Forms.

The population in this study is TikTok users who have watched live broadcasts or product promotional content from the influencer, with a sample of 126 respondents. The data source used is primary data obtained directly from the results of filling out the questionnaire by the respondents. Data measurement was conducted using a Likert scale with a score range of 1–5, namely 1 = strongly disagree to 5 = strongly agree. Before the analysis, the research instrument is first tested through validity tests and reliability tests to ensure the feasibility and consistency of the measuring instrument.

### **Data Analysis**

#### **Validity Test**

The validity test was carried out to determine the ability of the research instrument to measure the variables studied. The validity test in this study used the Pearson Product Moment correlation, by comparing the significance values (Sig.) and  $r$  calculations against the  $r$  table. The  $r$ -value of the table used was 0.175 at a significance level of 5% ( $\alpha = 0.05$ ) with a total of 126 respondents. A statement item is declared valid if it has a Sig. value of  $< 0.05$  and  $r$  is calculated  $> r$  table.

Based on the results of the validity test on the Hedonic Value variable obtained, all statement items have a significance value of less than 0.05 and the calculated  $r$  value is greater than the  $r$  of the table. Thus, all statement items on the Hedonic Value variable are declared valid and suitable for use as research instruments.

Based on the results of the validity test on the Utilitarian Value variable obtained, all statement items have a significance value (Sig.) of  $< 0.05$  and a value of  $r$  calculated  $> r$  of the table (0.175). Thus, all items in the Utilitarian Value variable are declared valid and suitable for use as research instruments.

Furthermore, the results of the validity test on the Purchase Intention variable obtained showed that all statement items met the validity criteria, namely having a

Sig. value of  $< 0.05$  and a calculated  $r$  value greater than the  $r$  of the table. Therefore, all statement items are declared valid and can be used to measure the Purchase Intention variable.

The results of the validity test on the Emotional Pleasure variable obtained also showed that all statement items had a significance value of  $< 0.05$  and a value of  $r$  calculated  $> r$  of the table. Thus, all items in the Emotional Pleasure variable were declared valid and suitable for use as a measurement instrument in this study.

### **Reliability Test**

The reliability test was carried out to determine the level of consistency of the research instrument in measuring the variables studied. Instruments are declared reliable if they are able to produce consistent data when used repeatedly. In this study, the reliability test was carried out using the Cronbach's Alpha coefficient, with the criterion of Cronbach's Alpha value  $> 0.70$ .

Based on the results of the reliability test obtained, all research variables had a Cronbach's Alpha value above 0.70. The Hedonic Value variable obtained a value of 0.933, Utilitarian Value of 0.947, Purchase Intention of 0.943, and Emotional Pleasure of 0.942. Thus, it can be concluded that all research instruments are declared reliable and have a good level of consistency in measuring research variables.

### **Descriptive Statistical Test**

Descriptive analysis is used to describe the characteristics of the data obtained from respondents as they are, without making broader generalizations. The collected data was analyzed descriptively to show an overview of respondents' responses to the variables studied, namely Hedonic Value, Utilitarian Value, Purchase Intention, and Emotional Pleasure (Sugiyono, 2022).

#### **1) Respondent Characteristics**

Based on the results of this study, the majority of respondents were in the age range of 18–25 years, which shows that the respondents are dominated by the young adult group. In terms of gender, there are more female respondents than men, so it can be concluded that this study is dominated by female respondents. Judging from the last level of education, most of the respondents had a high school education background, followed by undergraduate education, while respondents with basic education were the least group. Based on work, the majority of respondents were students or college students, which shows that the main audience of the influencer content studied came from academics and the younger generation.

#### **2) Variable Statement Indicator**

##### **a. Hedonic Value Variable**

Based on the results of this study, the Hedonic Value variable obtained an average score of 3.84, which shows that respondents gave a high rating on the pleasure and entertainment aspects felt when watching influencer content. All indicators in this variable have a relatively high mean value,

with the highest indicator reaching a value of 3.91. These results indicate that the experience of watching promotional content is enjoyable, interesting, and able to provide entertainment for respondents.

**b. Utilitarian Value Variable**

Based on the results of this study, the Utilitarian Value variable obtained an average value of 3.90, which shows that respondents have a very good perception of the functional benefits of the promotional content presented. The indicator with the highest average score reached 4.02, which indicates that the clarity of information, product usability, and explanation of product benefits are the main considerations for respondents. Overall, the Utilitarian Value variable is considered very good and plays an important role in shaping consumer judgment.

**c. Variable Purchase Intention**

Based on the results of this study, the Purchase Intention variable has an average value of 3.82, which shows that the respondents' buying interest is in the high category. All indicators show a relatively even mean value, with the highest value of 3.85. These results indicate a tendency for respondents to consider buying products after watching promotional content delivered by influencers.

**d. Emotional Pleasure Variable**

Based on the results of this study, the Emotional Pleasure variable obtained an average score of 3.83, which shows that respondents feel quite high positive emotions when interacting with promotional content. The highest average score is found in one of the indicators with a value of 3.85, which reflects feelings of pleasure, satisfaction, and entertainment while watching content. In general, Emotional Pleasure is well perceived by respondents and has the potential to influence consumer behavioral responses.

### **Classical Assumption Test Structure 2**

The classical assumption test in Structure 2 was performed to ensure that the regression model that analyzes the influence of Hedonic Value, Utilitarian Value, and Emotional Pleasure on Purchase Intention has met the statistical requirements of multiple linear regression. This test includes normality, multicollinearity, and heteroscedasticity tests.

**1. Normality Test**

The normality test aims to find out whether the residual in the regression model is normally distributed. The test was carried out using the Kolmogorov-Smirnov test with the Monte Carlo approach. The test results showed a Monte Carlo Sig. value of 0.174 ( $> 0.05$ ), so it can be concluded that the residual is normally distributed. Thus, the assumption of normality in the Structure 2 regression model has been met.

**2. Multicollinearity Test**

The multicollinearity test was carried out to determine the existence of a high relationship between independent variables. The test results showed that the tolerance value of each variable was above 0.10 and the VIF value was below 10. This shows that there is no multicollinearity in the Structure 2 regression model, so that each independent variable is able to explain the dependent variable independently.

### 3. Heteroscedasticity Test

The heteroscedasticity test was carried out using the Glejser test to determine the similarity of residual variance. The test results showed that all independent variables had a significance value above 0.05. Thus, it can be concluded that there are no symptoms of heteroscedasticity in the Structure 2 regression model, so that the assumption of homoscedasticity is fulfilled.

## Hypothesis Test

### 1. Multiple Linear Regression Structure 1

#### Results of Multiple Linear Regression Test Structure 1 (Dependent Variable: Emotional Pleasure)

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3,193	1,187		2,690	,008
	Hedonic Value	,227	,118	,194	1,932	,056
	Utilitarian Value	,657	,100	,664	6,597	,000

a. Dependent Variable: Emotional Pleasure

Sumber: Data diolah (Output SPSS 26), 2026

Multiple linear regression analysis on Structure 1 was performed to determine the influence of Hedonic Value (X1) and Utilitarian Value (X2) on Emotional Pleasure (Z). The results of the regression test presented in the Table above show that Hedonic Value and Utilitarian Value both have a positive effect on Emotional Pleasure. A beta Hedonic Value value of 0.194 indicates that an increase in Hedonic Value will be followed by an increase in Emotional Pleasure, although the effect is relatively smaller. Meanwhile, the Utilitarian Value has a beta coefficient of 0.664 which shows the most dominant influence on Emotional Pleasure. Thus, it can be concluded that the utilitarian aspect is the main factor in increasing the Emotional Pleasure of respondents.

### 2. F (Simultaneous) Structure 1 test

#### Test Results F (Simultaneous) Structure 1

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2411,421	2	1205,711	146,213	,000 <sup>b</sup>
	Residual	1014,293	123	8,246		
	Total	3425,714	125			

a. Dependent Variable: Emotional Pleasure

b. Predictors: (Constant), Utilitarian Value, Hedonic Value

Sumber: Data diolah (Output SPSS 26), 2026

The F test is used to determine the influence of independent variables simultaneously on Emotional Pleasure. Based on the results of the F test in Table 4.21, the F value was obtained with a significance level of 0.000 ( $< 0.05$ ).

These results show that Hedonic Value and Utilitarian Value together have a significant effect on Emotional Pleasure. Thus, the Structure 1 regression model was declared feasible for use in subsequent analysis.

### 3. T Test (Partial) Structure 1

#### Results of the t-test (partial) Structure 1

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,193	1,187		2,690	,008
	Hedonic Value	,227	,118	,194	1,932	,056
	Utilitarian Value	,657	,100	,664	6,597	,000

a. Dependent Variable: Emotional Pleasure

Sumber: Data diolah (Output SPSS 26), 2026

The t-test was used to determine the influence of each partially independent variable on Emotional Pleasure. In Structure 1, the independent variables consist of Hedonic Value and Utilitarian Value. The results of the t-test test are presented in the table above. The test results showed that the Hedonic Value had a significance value of 0.056, which was greater than the significance limit of 0.05. This shows that partially Hedonic Value does not have a significant effect on Emotional Pleasure, although it has a positive influence direction. In contrast, the Utilitarian Value has a significance value of 0.000 ( $< 0.05$ ) with a beta coefficient value of 0.664. Thus, it can be concluded that Utilitarian Value has a positive and significant effect on Emotional Pleasure. These findings show that the benefits and functional value aspects obtained by consumers play an important role in increasing Emotional Pleasure compared to the hedonic aspect.

The findings of this study are consistent with Dian & Sari (2024), who found that although hedonic value positively influences purchase intention on Shopee Live, emotional pleasure does not significantly mediate this relationship. This suggests that entertainment in live shopping is not always strong enough to

directly drive emotional responses in purchasing decisions. Similar results are also reported by Dini Faradina et al. (2025) among TikTok Shop users, showing that hedonic shopping value has a positive but insignificant effect on impulse buying. Instead, rational factors such as sales promotions and shopping as a way of life play a more dominant role in shaping purchasing behavior.

### Structural Determinant Coefficient 1

#### Structural Determination Coefficient Test Results 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.839 <sup>a</sup>	.704	.699	2,872

a. Predictors: (Constant), Utilitarian Value, Hedonic Value

b. Dependent Variable: Emotional Pleasure

Sumber: Data diolah (Output SPSS 26), 2026

The determination coefficient is used to determine the ability of the variables Hedonic Value and Utilitarian Value in explaining the variation in Emotional Pleasure. Based on the test results in Table 4.23, the Adjusted R Square value was obtained as 0.699.

The results showed that 69.9% of the variation in Emotional Pleasure could be explained by Hedonic Value and Utilitarian Value, while the remaining 30.1% were influenced by other variables outside the research model.

### Multiple Linear Regression Structure 2

#### Results of Multiple Linear Regression Test Structure 2 (Dependent Variable: Purchase Intention)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.432	.674		-.641	.523
	Hedonic Value	.302	.066	.300	4,581	.000
	Utilitarian Value	.408	.064	.478	6,368	.000
	Emotional Pleasure	.182	.050	.211	3,651	.000

a. Dependent Variable: Purchase Intention

Sumber: Data diolah (Output SPSS 26), 2026

Multiple linear regression testing on Structure 2 aimed to analyze the influence of Hedonic Value (X1), Utilitarian Value (X2), and Emotional Pleasure (Z) on Purchase Intention (Y). The results of the regression test are shown in the Table above shows that Hedonic Value, Utilitarian Value, and Emotional Pleasure have a positive effect on Purchase Intention. The Utilitarian Value variable has the most dominant influence with a beta coefficient value of 0.478, which indicates that an increase in utilitarian value will significantly increase consumer buying interest. Furthermore, the Hedonic Value has a beta coefficient of 0.300, which indicates that the pleasure experience also plays an important role in

increasing Purchase Intention. Meanwhile, Emotional Pleasure has a beta coefficient of 0.211, which shows a positive influence on Purchase Intention, although its contribution is relatively smaller than the other two variables.

### F (Simultaneous) Structure 2 test

#### Test Results F (Simultaneous) Structure 2

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2235,311	3	745,104	296,362	,000 <sup>b</sup>
	Residual	306,728	122	2,514		
	Total	2542,040	125			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Emotional Pleasure, Hedonic Value, Utilitarian Value

Sumber: Data diolah (Output SPSS 26), 2026

The F test in Structure 2 aims to determine the influence of Hedonic Value, Utilitarian Value, and Emotional Pleasure simultaneously on Purchase Intention. The test results are shown in the Table above. Based on the results of the F test, an F value of 296.362 was obtained with a significance level of 0.000 ( $< 0.05$ ). This shows that Hedonic Value, Utilitarian Value, and Emotional Pleasure together have a significant effect on Purchase Intention. Thus, the regression model in Structure 2 is declared fit and significant for use in hypothesis testing. The high F-value of the calculation also indicates that the three independent variables have a strong contribution in explaining the variation in Purchase Intention, so that the regression model has good predictive capabilities in the context of live commerce research on TikTok.

### T (Partial) Structure Test 2

#### Results of the t-test (partial) Structure 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.432	,674		-.641	,523
	Hedonic Value	,302	,066	,300	4,581	,000
	Utilitarian Value	,408	,064	,478	6,368	,000
	Emotional Pleasure	,182	,050	,211	3,651	,000

a. Dependent Variable: Purchase Intention

Sumber: Data diolah (Output SPSS 26), 2026

The t-test is used to determine the influence of each partially independent variable on the dependent variable, namely Purchase Intention. The results of the t-test test in Structure 2 as shown in Table 4.26 show that all independent variables have a significant influence.

The results of the t-test showed that:

a. Hedonic Value

have a positive and significant effect on Purchase Intention with a significance value of 0.000 ( $< 0.05$ ). This shows that the higher the hedonistic value that consumers feel

when watching live broadcasts on TikTok, the higher the purchase intention for the promoted product.

b. Utilitarian Value

have a positive and significant effect on Purchase Intention with a significance value of 0.000 ( $< 0.05$ ). These findings indicate that the functional benefits, clarity of information, and convenience obtained by consumers from live streaming content are able to drive increased purchase intent.

c. Emotional Pleasure

also has a positive and significant effect on Purchase Intention with a significance value of 0.000 ( $< 0.05$ ). This shows that the greater the positive emotional experience felt by consumers, such as happiness, satisfaction, and entertainment, the greater the tendency of consumers to make purchases through TikTok Live.

### Structural Determinant Coefficient 2

#### Results of the Structural Determination Coefficient Test 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.938 <sup>a</sup>	.879	.876	1,586

a. Predictors: (Constant), Emotional Pleasure, Hedonic Value, Utilitarian Value

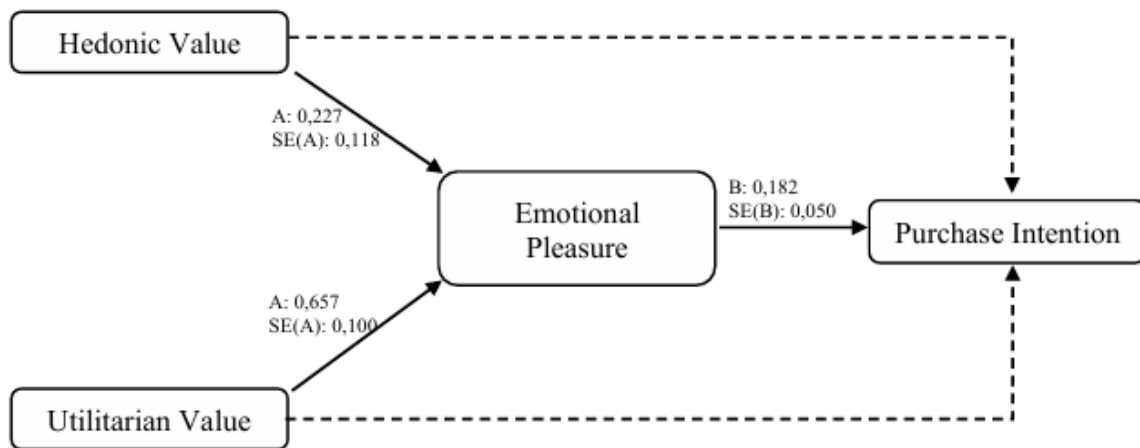
b. Dependent Variable: Purchase Intention

Sumber: Data diolah (Output SPSS 26), 2026

The determination coefficient is used to determine the extent of the ability of independent variables to explain the variation of dependent variables. Based on the results of the determination coefficient test on Structure 2 presented in the Value, it was shown that 87.6% of the variation in Purchase Intention could be explained by the variables Hedonic Value, Utilitarian Value, and Emotional Pleasure, while the remaining 12.4% were influenced by other variables outside the research model. These results indicate that the Structure 2 regression model has a very strong explainer power in explaining the factors that affect Purchase Intention in the context of live streaming commerce on TikTok.

### Sobel Test

The Sobel test was used to find out whether Emotional Pleasure (Z) acts as a mediating variable in the relationship between Hedonic Value (X1) and Utilitarian Value (X2) to Purchase Intention (Y). The mediation test was carried out by comparing the Sobel test statistical value with the Z value of the table of 1.645 at the significance level of  $\alpha = 0.05$  (one-tailed). The mediation variable is declared significant if the value of Z is calculated  $> 1.645$  and the probability value is  $< 0.05$ .



Sumber: Data diolah (Output SPSS 26), 2026

### 1. The Role of Emotional Pleasure in the Relationship of Hedonic Value to Purchase Intention

Based on the results of the Sobel test in Table 4.28, the Sobel test statistical value was obtained of 1.701 with a one-tailed probability value of 0.044. The value is greater than the Z table (1.645) and the probability is smaller than 0.05. Thus, Emotional Pleasure has been proven to play a role as a mediating variable in the influence of Hedonic Value on Purchase Intention. These results show that the hedonistic value felt by consumers not only has a direct effect on purchase intention, but also indirectly through the formation of positive emotional experiences during live streaming.

### 2. The Role of Emotional Pleasure in the Relationship of Utilitarian Value to Purchase Intention

The results of the Sobel test in Table 4.29 show a Sobel test statistical value of 3.184 with a one-tailed probability value of 0.0007. The value is greater than the Z table (1.645) and is significant at  $\alpha = 0.05$ . Therefore, it can be concluded that Emotional Pleasure plays a significant mediating variable in the influence of Utilitarian Value on Purchase Intention. These findings indicate that the functional benefits, clarity of information, and efficiency obtained by consumers through TikTok Live are able to increase positive emotional responses, which further encourages a stronger increase in purchase intent.

## Discussion

Based on the results of the study using statistical methods, findings were obtained regarding the influence of Hedonic Value, Utilitarian Value, and Emotional Pleasure on Purchase Intention in the context of TikTok live commerce.

### The Effect of Hedonic Value on Purchase Intention

The results of the t-test on structure 2 showed that Hedonic Value had a positive and significant influence on Purchase Intention with a calculated t-value of 4.581 and a significance of 0.000 ( $< 0.05$ ). A regression coefficient of 0.302 indicates that every one

unit increase in Hedonic Value will increase Purchase Intention by 0.302 units. These findings show that entertainment experiences, fun, and enthusiasm while watching TikTok Live can increase consumer purchase intent. In the context of interactive live commerce, hedonistic values make the shopping process not just a transaction activity, but a pleasant emotional experience that encourages consumer interest in buying promoted products.

### **The Effect of Utilitarian Value on Purchase Intention**

The test results on structure 2 also showed that the Utilitarian Value had a positive and significant effect on Purchase Intention with a calculated t-value of 6.368 and a significance of 0.000 ( $< 0.05$ ). The regression coefficient of 0.408 shows that an increase in utilitarian value will increase Purchase Intention by 0.408 units. These findings indicate that consumers are considering the functional and rational benefits of promotional content, such as clarity of product information, demonstration of benefits, and efficiency of obtaining information. Thus, product understanding functionally strengthens the cognitive evaluation of consumers in shaping purchase intent.

### **The Effect of Hedonic Value on Emotional Pleasure**

The regression results on structure 1 showed that Hedonic Value had a positive effect on Emotional Pleasure with a regression coefficient of 0.227. However, a partial t-value of 1.932 with a significance of 0.056 ( $> 0.05$ ) suggests that the effect is not statistically significant. Nonetheless, the direction of the relationship remains positive, which means that the higher the hedonistic value, the greater the positive emotional response the consumer feels. This is in accordance with the characteristics of live streaming content that are visual, interactive, and communicative, which can trigger a sense of pleasure and entertainment although it does not necessarily increase emotional intensity significantly.

### **The Effect of Utilitarian Value on Emotional Pleasure**

The test results on structure 1 showed that the Utilitarian Value had a positive and significant effect on Emotional Pleasure with a calculated t-value of 6.597 and a significance of 0.000 ( $< 0.05$ ). The regression coefficient of 0.657 shows that an increase in utilitarian value will increase Emotional Pleasure by 0.657 units. These findings suggest that when consumers derive useful and relevant information from promotional content—such as product benefits, how to use it, or technical explanations—it can trigger positive emotional responses such as satisfied, happy, and entertained. Thus, the utilitarian dimension not only has a cognitive but also affective impact.

### **The Effect of Emotional Pleasure on Purchase Intention**

The results of structure regression 2 showed that Emotional Pleasure had a positive and significant effect on Purchase Intention with a calculated t-value of 3.651 and a significance of 0.000 ( $< 0.05$ ). The regression coefficient of 0.182 shows that every one unit increase in Emotional Pleasure will increase Purchase Intention by 0.182 units. These findings reinforce the concept that the formation of buying intentions is not only

through rational considerations, but also through affective processes. When consumers feel happy, entertained, and satisfied while watching TikTok Live, it strengthens the motivation to buy the products offered.

## CONCLUSION

Based on the results of the data analysis and discussion, it can be concluded that hedonic value and utilitarian value both have a positive and significant influence on purchase intention among TikTok Live users, meaning that enjoyment, entertainment, functional benefits, and clear product information play an important role in increasing consumers' willingness to buy. However, hedonic value, although positive, does not have a significant effect on emotional pleasure, indicating that entertainment alone is not enough to strongly enhance positive emotions. In contrast, utilitarian value has a positive and significant impact on emotional pleasure, showing that functional usefulness and practical value contribute more to consumers' positive feelings. Furthermore, emotional pleasure itself has a positive and significant effect on purchase intention, confirming that positive emotional experiences can effectively encourage consumers to make purchasing decisions.

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