

The Influence Of Utilitarian Value And Hedonic Value On Purchase Decision Of Asus Laptop In Surabaya

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ABSTRACT

In today's digital era, technological advancement plays a key role in increasing demand for devices such as laptops, especially during the COVID-19 pandemic, which accelerated remote work and digital connectivity. This study investigates how ASUS laptop purchases in Surabaya are influenced by utilitarian and hedonistic values. Purposive sampling was utilized to pick 96 respondents as part of a quantitative methodology. An online survey was used to gather data, and SmartPLS was used to analyze the results using the Partial Least Square (PLS) approach in conjunction with Structural Equation Modeling (SEM). The results demonstrate that both utilitarian and hedonistic values significantly and favorably influence consumer choices. This study advances the field of marketing science and provides ASUS with useful information for developing successful marketing plans.

INTRODUCTION

The primary force behind changes in many facets of human life in the modern era is technical growth. One tangible manifestation of this progress is the use of devices such as laptops or PCs, which have become increasingly vital especially since the COVID-19 pandemic hit. When restrictions on face-to-face activities are in place, laptops become an essential tool to support communication, learning, and remote work. These conditions have led to a surge in demand for laptops globally and strengthened competition among technology manufacturers, including Asus.

Despite the increase in demand, Asus's global laptop sales data shows a decline from 2022 to 2023. In 2022, sales reached 5.59 million units in the first quarter (Q1) and 5.51 million units in the third quarter (Q3). Meanwhile, sales in 2023 showed an upward trend between quarters, ranging from 3.19 million units in Q1 to 4.41 million units in Q4. But overall, there was a Year-on-Year (YoY) decline of 4.78 million units in 2023 compared to 2022. Despite declining global sales, Asus has maintained its position as the market leader in the notebook/laptop category in Indonesia based on Top Brand Index (TBI) data from 2020 to 2023. However, the brand's popularity has declined, as shown by the drop in TBI score from 27.90% in 2021 to 24.40% in 2023. This shows that although Asus is still strong in the Indonesian market, competitive challenges and consumer preferences are changing over time.

According to Tjiptono (2014) in (Widjaja & Indrawati, 2018) Purchasing decisions refer to the process in which consumers identify a problem, search for details about certain companies or goods, then assess how well each option can meet their needs or resolve the problem. Utilitarian value and hedonic value are the two primary elements that influence consumer decisions, according to Gilbert et al. (1998) in (Fuadiyah et al., 2016).

Utilitarian value in the modern era has developed into a broader and more complex concept. Utilitarian value prioritizes the use value of a product compared to several other aspects (Pramita & Danibrata, 2021). Utilitarian value is related to the benefits provided when using a Samsung brand cell phone (Widanti et al., 2019). Consumers will feel happy when they can buy products that match consumer utilitarian values such as their models, needs and desires (Muhammad Alfiansyah & RA Nurlinda, 2023).

In this era, shopping activities are often related to emotional factors such as a sense of pleasure and enjoyment, consumers tend to consider emotional satisfaction factors in shopping. Hedonic value is the value that influences consumer interest in using and buying a product that is not a basic need, but is based more on subjective considerations, such as fulfilling desires, emotional satisfaction, and pleasure (Pramita & Danibrata, 2021).

This research was conducted due to gaps in several previous studies that mentioned the influence of hedonic and utilitarian value factors on purchasing decisions. Utilitarian value does not significantly influence a consumer's decision to make a purchase, according to a study by (Widanti et al., 2019) In the meantime, the research by (Dahmiri et al., 2019) demonstrates that utilitarian value plays a major role in motivating customers to buy.

This study aims to examine the influence of utilitarian value and hedonic value on purchasing decisions for Asus laptops in Surabaya and is expected to contribute to the development of marketing science, especially in understanding consumer behavior in urban areas. Theoretically, this study strengthens previous findings regarding the influence of Utilitarian Values and Hedonic Values in product purchases. Practically, the results can serve as a basis for Asus in developing more effective marketing strategies and are expected to be used in assisting future research that addresses more in-depth research.

THEORETICAL REVIEW

Consumer Behavior

According to Schiffman and Kanuk (2008) in (Mufarida, 2019) consumer behavior studies are studies that study how a person makes a decision in allocating the resources they have (money, time, and energy). According to (Kotler & Keller, 2020) describe consumer behavior as the study of how people, groups, and organizations decide to purchase, utilize, and arrange products, services, concepts, and experiences to satisfy their needs and desires.

Purchasing Decisions

According to Kotler and Armstrong (2016) in (Abarca, 2021) The most favored brand is what consumers decide to buy, but there are two things that can influence both intentions and actual purchases. The initial element is other people, if someone is important to you, you will think about that person's advice in buying an item, the second factor is unexpected situational factors. According to (Rosad, 2016) When entering the purchase decision stage, previously consumers have been faced with considering several alternatives so that consumers can take action to decide to purchase a product. Purchasing decision is a process where consumers will decide to buy a certain product or service based on certain factors, according to (Kotler & Keller, 2020) dividing several purchasing decisions into several indicators, including:

1. Product stability

Considering various aspects of a product before making a purchase.

2. Product buying habits

Buying products that are influenced by a sense of comfort and trust

3. Giving recommendations to others

In purchasing products influenced by external factors such as recommendations and suggestions from others.

4. Interest in repurchasing

Buying products repeatedly because they are felt to meet expectations and feel satisfied with the previous product experience.

Utilitarian Value

Utilitarian value is a consumer assessment of the functional attributes of a product. Due to the encouragement that must be fulfilled, it can be said that utilitarian value focuses more on the use value of a product compared to other aspects (Cahyono, 2019). According to (Dahmiri et al., 2019) utilitarian value is

something that is more logical and does not incorporate sentimental components in purchasing behaviors that are organically developed when an individual wishes to utilize their resources effectively. In identifying utilitarian value, (Schiffman & Kanuk, 2004) reveal that when determining utilitarian worth, a number of indicators need to be taken into account, such as:

1. Cost saving
Minimizing expenses that must be incurred to obtain a product, both in terms of time, cost, and energy.
2. Convenience
Availability of products that make it easy for consumers to get them.
3. Affordability
Willing to make payments in economic and psychological aspects for the desired product.
4. Multiple Benefits
The product has benefits beyond the main benefits.

Hedonic Value

(Pramita & Danibrata, 2021) explains that hedonic value is a value that can affect consumers' interest in utilizing things that are more focused on subjective factors, such as satisfying desires, emotional fulfillment, and pleasure, rather than essential requirements. According to (Cahyono, 2019) hedonic motives include several aspects of behavior that have to do with multi-sensory, fantasy, and emotional consumption driven by several benefits such as pleasure in using products and aesthetics. According to (Kesari & Atulkar, 2016) hedonic value is divided into a number of measures that can be used in indicating hedonic value, including:

1. Entertainment
Feelings of pleasure and happiness when undergoing shopping activities.
2. Exploration
When customers value the pleasant experiences they get from products and product information searches.
3. Place attachment
When customers enjoy shopping because they have loyalty and habits to certain places.
4. Social status
Customers realize that when shopping there are rewards they get and they can improve their social position when buying a product.

The Effect of Utilitarian Value on Purchasing Decisions

According to earlier research by (Muhammad Alfiansyah & RA Nurlinda, 2023), utilitarian value has a positive impact on purchasing decisions. In this instance, respondents will feel satisfied when they are able to purchase Charles & Keith bags as they have desired, and they will also believe that this is the best brand of bags for them to purchase.

In another study conducted by (Sari, 2023) shows that utilitarian value has a positive and significant impact on customer purchasing decisions. This research

is in accordance with the researcher's objectives regarding the influence of utilitarian value and hedonic value on food purchasing decisions.

From some of the research above, it can be concluded that utilitarian value is a value that is considered by consumers before making a purchase decision. Consumers tend to find out about the brand to be purchased, from the benefits, usefulness, advantages, and use value.

H1: It is suspected that utilitarian value has a positive and significant influence on purchasing decisions for Asus laptops in Surabaya.

The Influence of Hedonic Value on Purchasing Decisions

The relationship between hedonic value and buying decisions has also been explained by prior research. The purpose of the study "The Influence of Hedonic Value and Utilitarian Value on Purchasing Decisions for Samsung Smartphones (Santoso & Kusuma Wardhani, 2024) is to examine how these two values affect Surabaya students' decisions to buy Samsung smartphones. The findings demonstrate that hedonic value has a positive and significant influence on purchasing decisions.

In additional study conducted by (Dahmiri et al., 2019) Explains how the relationship between hedonic value and customer purchasing decisions. This study shows that hedonic value has a dominant influence on customer purchasing decisions at Batik Jambi.

From some of the research above, it shows that hedonic value can have an influence on an individual's purchasing choices, because consumers when doing shopping activities they tend to look for pleasure, satisfaction, and fulfillment of their desires for purchasing decisions.

H2: It is suspected that hedonic value has a positive and significant influence on purchasing decisions for Asus laptops in Surabaya.

The study's conceptual framework is:

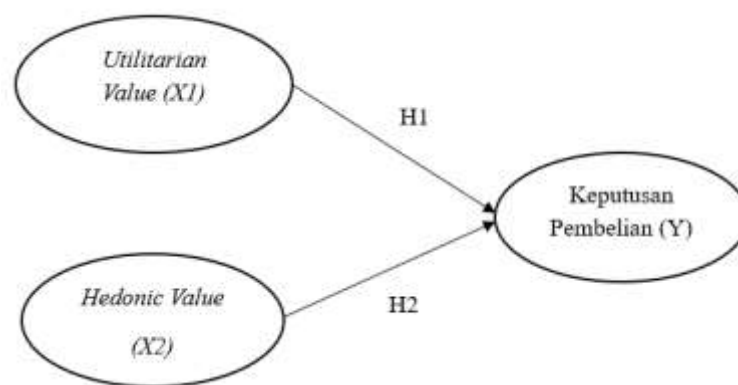
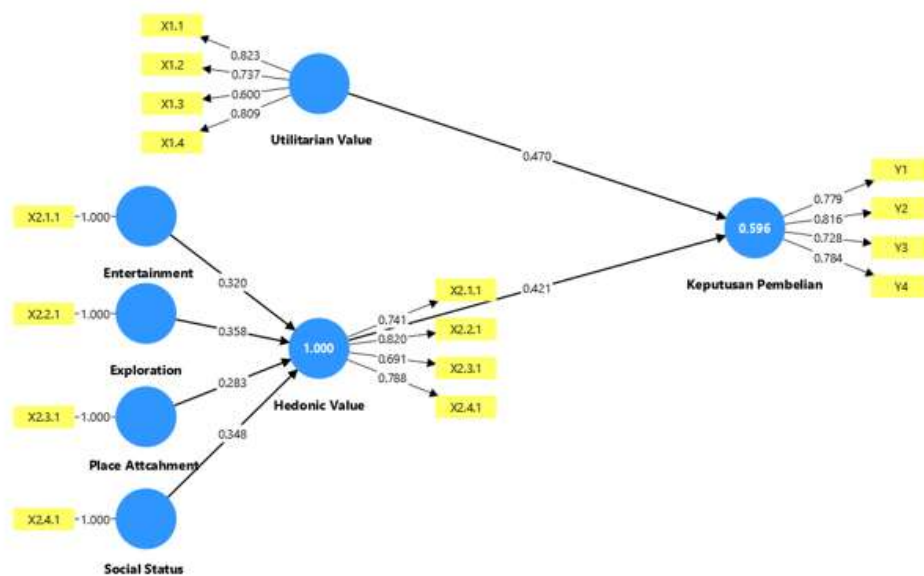


Figure 1. Conceptual Framework

METHODOLOGY

The research methodology used in this study is quantitative. There are 96 respondents in the sample, and the research population is made up of Surabaya university students. Purposive sampling, a non-probability sampling method, was applied. Google Forms was used to disseminate online surveys used for data gathering. This study uses an ordinal measurement scale for its variables, with a Likert scale for weighting. Using the Partial Least Squares (PLS) analysis tool and Structural Equation Modeling (SEM), data analysis was done in two stages with the aid of the SmartPLS 4.0 program.

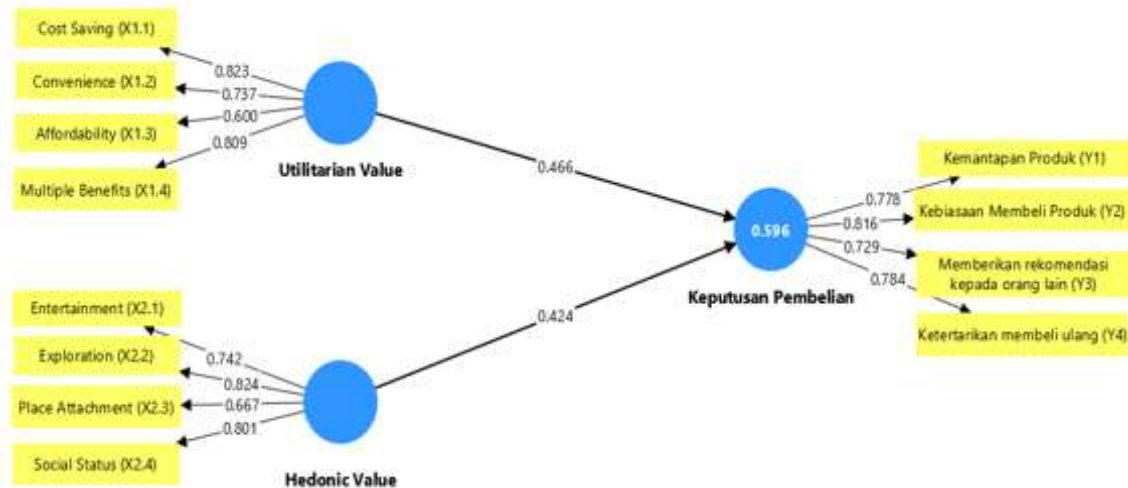
RESULTS



Source: Data 2025 For Results

Figure 2. PLS Measurement Model Stage 1

The analysis is conducted using the PLS Algorithm feature in SmartPLS, with a focus on the dimensional level, highlighting the connection between dimensions and their respective indicators. An outer loading value above 0.5 indicates a strong and significant association between an indicator and its corresponding latent variable.



Source: Data 2025 For Results

Figure 3. PLS Measurement Model Stage 2

The conceptual model uses purchasing decisions to show how utilitarian and hedonistic values relate to one another. This model uses four dimensions to express Hedonic Value and four indicators to quantify Utilitarian Value. Purchasing Decisions are also assessed using four indicators. Purchase decisions are seen to be positively impacted by either utilitarian or hedonistic values. The result testing process begins with model specification, where the latent constructs and their indicators are defined. Data is then collected through questionnaires based on these indicators. The outer model is evaluated to assess indicator reliability and validity using outer loadings, Average Variance Extracted (AVE), and composite reliability. The inner model is then analyzed to examine the structural relationships using path coefficients and R^2 values. Finally, hypothesis testing is conducted using t-statistics and p-values obtained through the bootstrapping procedure.

AVE (Average Variant Extracted)

The loading factor value represents the relationship that exists between a concept and its indication. A low loading factor indicates that the indicator is not functioning effectively. In a convergent validity test using reflective indicators, validity is assessed based on the loading factor, which should possess a number higher than 0.7.

Tabel 1. Average Variances Extracted (AVE) Value

Variabels	AVE Value	Information
Utilitarian Value (X1)	0.559	Valid
Hedonic Value (X2)	0.579	Valid
Purchase Decision (Y)	0.604	Valid

Source: Data Process Results, SmartPLS 2025 Output

The AVE value for every variable in this study is more than 0.5. Purchase Decision (0.604), Hedonic Value (0.579), and Utilitarian Value (0.559). This result shows that the underlying construct can account for over half of the variance indicators, meaning that all three satisfy the criteria for good convergent validity.

Cronbach's Alpha and Composite reliability (rho_c)

Cronbach's alpha is a metric used to evaluate a scale's internal consistency or dependability by examining the correlation between the items within a variable. A Cronbach's alpha value is considered reliable when it exceeds 0.7 (Sugiyono, 2019). And if Composite reliability is considered to meet the reliability criteria if its value exceeds 0.7, suggesting a high degree of dependability (Ghozali, 2018).

Tabel 3. Cronbach's Alpha and Composite reliability (rho_c)

Variabels	Cronbach's Alpha	Composite reliability (rho_c)
Utilitarian Value (X1)	0.559	0.833
Hedonic Value (X2)	0.579	0.845
Purchase Decision (Y)	0.604	0.859

Source: Data Process Results, SmartPLS 2025 Output

Each of the following variables has a value greater than 0.70 according to Cronbach's Alpha: Purchase Decision (0.781), Hedonic Value (0.758), and Utilitarian Value (0.732). Furthermore, each variable's composite reliability value is greater than 0.7. Purchase Decision (0.859), Hedonic Value (0.845), and Utilitarian Value (0.833). This demonstrates that every construct in this study is highly trustworthy and accurate in measuring every variable.

R Square

Tabel 4. R Square

	R Square	R Square Adjusted
Purchase Decision	0.596	0.587

Source: Data Process Results, SmartPLS 2025 Output

The R^2 value = 0.596 indicates that the model is able to explain 59.6% of the variation in Purchasing Decisions which are influenced by the Utilitarian Value and Hedonic Value variables. Meanwhile, the remaining 40.4% is influenced by other variables outside this study.

Mediation test

Tabel 5. Mediation

Variabels	Original Sample (O)	Simple Mean (M)	T statistics (O/STDEV)	P values
Utilitarian Value (X1) - Purchase Decision (Y)	0.424	0.420	4.994	0.000
Hedonic Value (X2) - Purchase Decision (Y)	0.466	0.475	5.879	0.000

Source: Data Process Results, SmartPLS 2025 Output

1. The Path Coefficients value of 0.424 and the T-Statistic value of 4.994, which are higher than the T Table value $\alpha = 0.05$ (5%) = 1.66 and the P-value of 0.000 (less than 0.05), show that utilitarian value (X1) has a positive influence on purchasing decisions (Y). As a result, (H1) is accepted because it is significant (positive).
2. The Path Coefficients value of 0.466 and the T-Statistic value of 5.879, which are higher than the T Table value $\alpha = 0.05$ (5%) = 1.66 and the P-value of 0.000 (less than 0.05), show that Hedonic Value (X2) has a positive influence on Purchasing Decisions (Y). This is significant (positive), so (H2) is accepted.

DISCUSSION

The Effect of Hedonic Value on Purchasing Decisions

According to the study's findings, Hedonic Value significantly and favorably influences consumers' decisions to buy Asus laptops. Shows that the higher the value of Hedonic Value that consumers feel, the greater their tendency to buy the product, and vice versa. Hedonic Value itself refers to the emotional value that consumers get when buying a product, such as pleasure, new experiences, and personal satisfaction, not solely because of product function. From the outcomes of path coefficients and factor loading analysis, the "Exploration" dimension emerged as the most dominant compared to other dimensions. This dimension reflects consumers' desire to try the new and advanced technology offered by Asus, which is the main attraction in purchasing decisions.

the outcomes of path coefficients and factor loading (Wardhani & Kusumahadi, 2021) explaining that hedonic value has a positive and remarkable influence on purchasing decisions. In addition, (Alfian & Susanti, 2023) in their research also shows that hedonic value has a positive and significant effect on purchasing decisions.

It can be concluded that hedonic value has a positive and significant influence on purchasing decisions for ASUS laptops. This means that the higher the hedonic value felt by costumers, such as pleasure, new experiences, and emotional satisfaction when using the product, the higher their tendency to buy ASUS laptops. Among the dimensions of hedonic value, the "Exploration" dimension has the strongest influence. Asus is expected to continue to innovate their technology, which is a special attraction for consumers.

The Effect of Utilitarian Value on Purchasing Decisions

The theory can be accepted since utilitarian value has been shown to have a favorable and significant impact on decisions to buy Asus laptops, and Utilitarian Value describes the use value or functional benefits that consumers expect from a product. Customers typically purchase goods that meet their functional needs and are easy to use. When compared to other indicators in the utilitarian value variable, the "Cost Savings" indicator has the most influence, according to the findings of factor loading analysis and route coefficients. This indicates that cost efficiency considerations, namely consumers' desire to obtain

product quality in accordance with the price paid, are the primary determinants of purchasing decisions.

The findings of this investigation are consistent with several studies, such as research conducted by (Muhammad Alfiansyah & RA Nurlinda, 2023) showing that purchasing decisions are positively and significantly impacted by utilitarian value. Furthermore, study by (Dahmiri et al., 2019) indicates that utilitarian value significantly and favorably influences consumer choices.

The hypothesis in this study is accepted since it can be inferred that utilitarian value significantly and favorably influences decisions to buy Asus laptops. Based on the findings of the analysis, the "Cost Savings" indicator has the most dominant influence in the utilitarian value variable, which means that consumers consider cost efficiency in choosing an Asus laptop. Asus responds to this need by providing various laptop series tailored to user needs.

This section gives you the opportunity to provide scholarly explanations of your findings. Numerical data pertaining to your statistical tests should not be included here; rather, they should be explained. You must support your talk with scholarly evidence from your research and provide a clear explanation relevant to the particular topic you are looking into.

CONCLUSIONS AND RECOMMENDATIONS

This study suggests that both utilitarian value and hedonic value have a beneficial impact on Surabaya residents' decisions to buy Asus laptops based on the analytical findings obtained using the Partial Least Square (PLS) method. The higher the utilitarian value that consumers feel, such as functional benefits and efficiency of use, the greater the urge to make a purchase. Likewise with hedonic value, where the higher the sense of pleasure and emotional satisfaction obtained, the greater the consumer's tendency to buy an Asus laptop.

Asus can strengthen utilitarian value by focusing on the aspect of cost savings through providing a wide selection of laptops that suit the needs and purchasing power of consumers, ranging from premium to affordable entry-level segments. This is important because the results show that cost savings are a major consideration in purchasing decisions. In addition, considering that purchasing decisions are impacted by additional factors like brand image, product quality, and pricing perception, Asus can consider these factors to increase consumer buying interest. On the other hand, in the hedonic value aspect, Asus is also advised to strengthen elements that can increase consumer confidence, such as stylish laptop design, innovative features, and supporting technology that supports productivity and pride in using the product, both in social and professional contexts.

FURTHER STUDY

The main limitation of this research lies in the need to explore additional factors beyond Utilitarian Value and Hedonic Value that significantly influence purchasing decisions. While rigorous statistical analysis was conducted on these two variables, the findings indicate that their effect on consumers' laptop purchasing decisions in Surabaya is limited. The functional and useful

advantages that customers look for, like product performance, efficiency, and dependability, are referred to as utilitarian value. On the other hand, Hedonic Value captures the emotional and experiential benefits, including enjoyment, aesthetics, and personal satisfaction derived from the purchase. To give a more thorough picture of consumer behavior in the laptop market, future study is advised to incorporate additional potential influencing elements, such as brand image, pricing perception, peer influence, and product availability.

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