

HEDONIC VALUE AND ATTITUDE TOWARD PURCHASE INTENTION AMONG GENERATION Y AND Z



Maulidaninta Queen Nayla¹
Universitas Islam Indonesia, Yogyakarta, Indonesia
21311246@students.uii.ac.id

Binarin Tirto Andika²
Universitas Islam Indonesia, Yogyakarta, Indonesia
243111202@uii.ac.id

Abstract

This study aims to analyze the factors influencing purchase intention by examining the roles of attitude, perceived behavioral control (PBC), perceived hedonic value (PHV), perceived utilitarian value (PUV), and subjective norm (SN). The research employs the Partial Least Squares Structural Equation Modeling (PLS-SEM) method to test both the measurement model (outer model) and the structural model (inner model). Data were collected via survey and analyzed through convergent and discriminant validity assessments, reliability tests, collinearity diagnostics, and hypothesis testing using t-statistics and p-values. Results indicate that all constructs exhibit adequate validity and reliability, with outer loading values exceeding 0.70 and the highest AVE observed in the SN construct (0.724). The R-square for purchase intention is 0.953, indicating that the model robustly explains the variability in purchase intention. Hypotheses were supported for the influence of PUV on attitude ($t=3.537$; $p=0.000$), PHV on attitude ($t=9.664$; $p=0.000$), PHV on purchase intention ($t=47.893$; $p=0.000$), and attitude on purchase intention ($t=6.366$; $p=0.000$). However, the direct effects of PUV, SN, and PBC on purchase intention were not statistically significant. These findings underscore the pivotal role of hedonic value and consumer attitude in shaping purchase intention, offering practical implications for marketing strategies that emphasize emotional appeal and consumer perception.

Keywords: Purchase Intention, Attitude, Perceived Hedonic Value, Perceived Utilitarian Value, PLS-SEM

INTRODUCTION

Live streaming has become a significant aspect of contemporary digital media, transforming from a fleeting trend into a daily norm for global audiences. Gilbert (2019) reported that around five million unique mobile users engage with live streaming services, with 2.8 million accessing social media via handheld devices. This reflects a major shift in media consumption patterns toward interactive and real-time formats.

A key factor in the widespread appeal of live streaming is its ability to enable direct interaction between content creators and viewers. Yao (2023) emphasized that bidirectional communication fosters deeper audience engagement, allowing users to comment, ask questions, and participate during broadcasts for a more immersive experience. Live streaming is defined as the real-time transmission of video and audio over the internet without delays or editing. Choi et al. (2025) noted that it has evolved into a powerful tool that transcends geographical limitations.

In Indonesia, live streaming gained traction after YouTube introduced its live feature in 2008. Abdillah (2023) documented exponential growth since then, with platforms like Shopee, TikTok, and Facebook recognizing its commercial potential. A 2024 IPSOS report revealed that Shopee Live led in perceived interactivity among local MSMEs and brands (63%), followed by TikTok Live (25%).

Goodstats (2023) reported high engagement across age groups, with Generation Z leading (87%), followed by Millennials (86%) and Generation X (82%). The appeal lies in live streaming's ability to create a sense of closeness and real-time interactivity. Xue et al. (2020) highlighted the influence of technology, perceived value, and psychological factors like attitude and perceived control on user engagement. Zhang et al. (2024) demonstrated that both utilitarian and hedonic values enhance user experience and purchase intention.

Sun et al. (2024) and Long et al. (2024) confirmed that attitude, subjective norms, and perceived behavioral control are strongly tied to purchase intention. However, findings by Zayed et al. (2022) and Nguyen et al. (2021) show inconsistencies, especially regarding the role of perceived control and subjective norms.

Given the limited empirical research in Indonesia, particularly on attitudinal factors in live streaming commerce, this study aims to fill the gap. It investigates how utilitarian value, hedonic value, attitude, subjective norm, and perceived behavioral control influence online purchase intention via live streaming—offering both theoretical insights and practical implications for digital marketing strategies.

REVIEW OF LITERATURE

Expectancy Value Theory (EVT)

Expectancy Value Theory (EVT) is a psychological framework that posits an individual's behavioral intention is shaped by their expectations regarding the outcomes of an action and the value they place on those outcomes. In the context of consumer behavior, EVT suggests that individuals are more likely to form an intention to purchase a product if they believe the product will yield meaningful benefits (Chaturvedi, Kulshreshtha, & Tripathi, 2020). This theory is particularly relevant in explaining how Generation Z develops attitudes toward shopping via live streaming, as they evaluate the shopping experience not only from a functional standpoint but also through an emotional lens. Moreover, the presence of interactive elements in live streaming further enhances the perceived value and

expectations associated with the decision-making process. (Abdillah, 2023; Cloudflare, 2024).

Perceived Utilitarian Value

Perceived utilitarian value refers to consumers' perception of the functional benefits or usefulness of a shopping activity, such as time efficiency, ease of navigation, and the relevance of product information. In the context of live streaming, this value emerges when consumers perceive the shopping process as more practical and informative due to real-time product explanations and demonstrations by the broadcaster (Bai et al., 2024; Amatulli, De Angelis, & Donato, 2020). Generation Z tends to place a high value on utilitarian aspects, as they prefer efficient and fast-paced digital experiences. Emphasizing functional value significantly contributes to the formation of positive attitudes and purchase intentions.

Perceived Hedonic Value

Perceived hedonic value refers to the enjoyment, entertainment, and emotional satisfaction experienced by consumers during the shopping process. In the context of live streaming, this value emerges through pleasant interactions, a refreshing atmosphere, and surprise elements such as flash sales and giveaways. Research indicates that consumers particularly from younger generations are driven by emotional factors that render the shopping experience enjoyable rather than purely rational (Bae and Jeon, 2022; Akkaya, 2021). The hedonic aspect plays a crucial role in capturing the attention of Generation Z, as they tend to value shopping experiences that are both entertaining and interactive.

Attitude

Attitude in consumer behavior refers to an individual's positive or negative evaluation of a specific action, such as purchasing a product through live streaming. This attitude is shaped by the individual's assessment of perceived benefits and risks associated with the behavior. Research indicates that attitudes formed from positive experiences significantly increase the likelihood of engaging in the intended behavior, such as making a purchase decision (Choi and Jo, 2021; Conner, Wilding, and Norman, 2022). Within the Theory of Planned Behavior framework, attitude is considered one of the primary determinants of purchase intention, as it reflects the consumer's psychological readiness to act.

Subjective Norm

Subjective norm refers to an individual's perception of social pressure or the opinions of significant others regarding whether they should engage in a particular behavior. In the context of live-stream shopping, recommendations from friends, family, or influencers can influence consumers' purchase decisions (Burhan and Sihite, 2023; Ariffin et al., 2021). Generation Z, which is highly connected in the digital space, tends to be more influenced by collective opinions, whether expressed directly or through social media platforms. As a result, subjective norm emerges as a critical variable in shaping their purchase intention.

Perceived Behavioral Control

Perceived behavioral control refers to an individual's perception of the extent to which they possess control over a particular behavior, including the availability of resources, personal capabilities, and opportunities to perform the action. In the context of live streaming, this encompasses factors such as internet speed, ease of access to the platform, and financial capacity to purchase the promoted products (Amanda and Marsasi, 2024; Aitken et al., 2020).

A higher level of perceived behavioral control enhances an individual's self-confidence in executing the behavior, thereby strengthening their purchase intention.

Purchase Intention

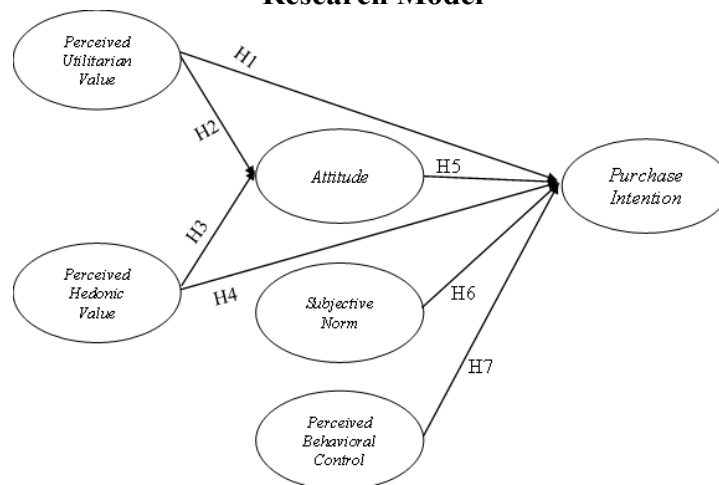
Purchase intention refers to a consumer's conscious willingness or plan to purchase a product in the future, shaped by their attitude, perceived social norms, and perceived behavioral control. In digital environments such as live streaming, purchase intention is significantly influenced by engaging product presentations, real-time interaction with hosts, and user generated reviews (Al-Abbadi et al., 2022; Ang, 2023). Increasing consumer trust in the platform, along with emotionally satisfying shopping experiences, further enhances the intention to purchase. In Indonesia, this phenomenon has become increasingly prominent in parallel with the rapid development of digital technology and the evolving online shopping behavior of younger generations (Aulia & Harto, 2024; Abdillah, 2023).

RESEARCH METHOD

This study adopts a quantitative approach to re-examine the empirical relationships among variables established in the conceptual framework. The quantitative method was chosen for its ability to collect a large volume of data and to test hypotheses grounded in existing theories, allowing for the confirmation or rejection of such hypotheses (Creswell & Creswell, 2022). Specifically, the study investigates the influence of perceived utilitarian value, perceived hedonic value, subjective norm, and perceived behavioral control on attitude, which subsequently impacts the purchase intention of Generation Z in Indonesia when using live streaming platforms as a shopping medium. The research subjects consist of Generation Z individuals residing in Indonesia who have actively used live streaming platforms for a minimum of one year. The object of analysis is the live streaming platform itself. The study was conducted in Indonesia to ensure accessibility to relevant respondents. The target population comprises all Indonesian citizens who are users of live streaming platforms. A non-probability sampling technique was employed using convenience sampling, wherein respondents were selected based on ease of access. The sampling criteria include Indonesian nationality, active participation in live streaming as users or viewers, and at least one year of usage experience. The sample size was determined using the guideline suggested by Hair et al. (2019), which recommends a minimum of five respondents per indicator. Given a total of 21 indicators, the required sample size is at least 105 respondents. This research encompasses four independent variables perceived utilitarian value, perceived hedonic value, subjective norm, and perceived behavioral control one mediating variable, namely attitude, and one dependent variable, purchase intention. Perceived utilitarian value refers to the logical and efficient aspects of shopping through live streaming, such as time-saving, cost-effectiveness, and product relevance to consumer needs. Perceived hedonic value captures the emotional satisfaction and enjoyment experienced during the shopping process. Attitude is defined as a consumer's positive or negative disposition toward purchasing, shaped by perceived benefits and the perceived rationality of the decision. Subjective norm reflects the social influence exerted by significant others on the consumer's purchasing decisions. Meanwhile, perceived behavioral control assesses the extent to which individuals feel they have control over their purchasing behavior, including factors such as convenience, capability, and price affordability. Purchase intention refers to the consumer's conscious plan to purchase products via live streaming and their willingness to recommend

the platform to others. All variables were measured using a 5-point Likert scale ranging from "strongly disagree" to "strongly agree," with indicators adapted from prior studies, including Bai et al. (2024) and Bae & Jeon (2022). Through this framework, the study is expected to contribute significantly to the understanding of Generation Z's purchasing behavior on live streaming platforms, from both academic and practical perspectives in contemporary digital marketing.

Figure 1.
Research Model



RESULTS AND DISCUSSION

This study involved 310 respondents who actively utilize live streaming commerce platforms for shopping activities. The purpose of this descriptive analysis is to provide a general overview of respondents' demographic characteristics and consumer behavior, including age, gender, place of residence, educational attainment, occupation, and monthly income or allowance. The analysis revealed that the majority of respondents were TikTok Live users (96.8%), with a predominant shopping frequency of 1–2 times per month (66.8%). Furthermore, most participants were female (58.1%) and fell within the 24–35 age range (67.2%), representing the productive age group commonly associated with Millennials or Generation Y.

Geographically, respondents were largely concentrated in Java Island, particularly in Central Java (25.5%) and Yogyakarta (22.9%). This pattern reinforces the assumption that access to digital infrastructure significantly influences participation in live stream commerce. In terms of education, over half of the respondents held undergraduate degrees (61.6%), reflecting a relatively high level of digital literacy and decision-making capability. Regarding occupation, respondents represented diverse professional backgrounds, with the highest proportions being employees (25.8%) and students (24.2%). This indicates that live streaming commerce is not only favored by working professionals but also resonates strongly with the younger generation still pursuing formal education.

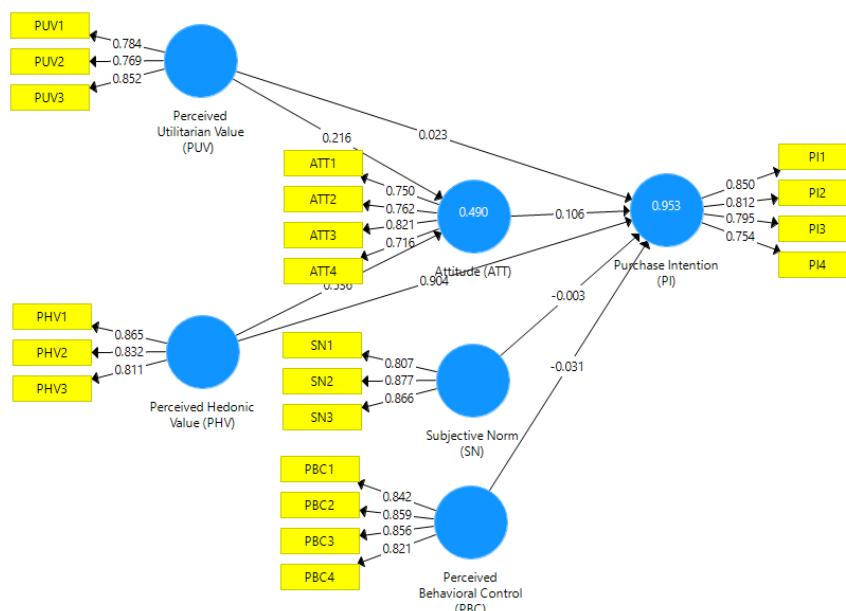
Monthly income or allowance data indicate that the majority of respondents possess relatively high purchasing power, with 60.6% reporting a monthly income of at least IDR 4,000,001. This level of income contributes to the potential for consumer spending through live streaming platforms, which offer a real-time, interactive, and personalized shopping

experience. The strong purchasing power and high level of digital engagement among Generation Y and Z respondents present substantial opportunities for e-commerce actors to design promotional strategies based on live streaming. These findings serve as a critical foundation for developing more targeted marketing approaches that align with the digital preferences and socio-economic characteristics of tech-savvy younger consumer segments.

The descriptive analysis in this study was employed to illustrate the data characteristics using statistical measures such as means and standard deviations, in order to understand response patterns and tendencies across the examined variables. Based on the data analysis, all variables demonstrated high to very high mean values. The Perceived Utilitarian Value (PUV) variable recorded the highest average score of 4.33, indicating that Generations Y and Z perceive live stream shopping as highly functional. Respondents viewed the shopping experience as time-saving, cost-effective, and capable of meeting their needs efficiently.

Meanwhile, the Perceived Hedonic Value (PHV) variable achieved a mean score of 4.20, suggesting that respondents also appreciated the emotional and entertainment aspects of live streaming shopping, particularly due to its relaxing and enjoyable nature. The variables of Attitude (ATT) and Perceived Behavioral Control (PBC) had average scores of 4.32 and 4.24, respectively, reflecting positive attitudes and a strong sense of control over purchasing decisions. The Subjective Norm (SN) variable scored 4.18, indicating that social influence from close connections played a noteworthy role in respondents' shopping decisions. Lastly, the Purchase Intention (PI) variable showed a mean of 4.23, reinforcing that respondents not only intended to purchase products through live streaming in the future but were also willing to recommend the experience to others. Collectively, these results highlight the significant potential of live stream shopping as an effective and engaging digital retail channel for younger generations.

Figure 2.
Measurement Model (Outer Model)



This figure illustrates the measurement model (outer model) within the PLS-SEM framework, which is employed to assess the relationships between observed indicators (questionnaire items) and their underlying latent constructs, including Attitude (ATT), Perceived Behavioral Control (PBC), Perceived Hedonic Value (PHV), Purchase Intention (PI), Perceived Utilitarian Value (PUV), and Subjective Norm (SN). The purpose of this model is to evaluate how well the indicators represent the latent constructs they are intended to measure. Each line connecting an indicator to a construct denotes a reflective relationship, wherein the indicators are considered manifestations of the construct. The strength of these relationships is measured through outer loadings, which are further examined in Table 1. This visualization is essential as it forms the basis for assessing convergent validity and construct reliability.

Table 1.
Convergent Validity Test (Outer Loadings)

Item Pertanyaan	ATT	PBC	PHV	PI	PUV	SN
ATT1	0,750					
ATT2	0,762					
ATT3	0,821					
ATT4	0,716					
PBC1		0,842				
PBC2		0,859				
PBC3		0,856				
PBC4		0,821				
PHV1			0,865			
PHV2			0,832			
PHV3			0,811			

PI1	0,850
PI2	0,812
PI3	0,795
PI4	0,754
PUV1	0,784
PUV2	0,769
PUV3	0,852
SN1	0,807
SN2	0,877
SN3	0,866

This table presents the outer loading values of each indicator in relation to their respective constructs. Convergent validity is considered satisfactory when the loading value exceeds 0.70, indicating that each indicator substantially represents its corresponding latent construct. In this table, all indicators meet this criterion, with loading values ranging from 0.716 to 0.877. This suggests that the survey items effectively measure their intended constructs. For instance, the indicator ATT3 exhibits the highest loading value (0.821) within the Attitude construct, demonstrating a significant contribution to the formation of consumer attitude. Likewise, the other indicators also exhibit consistent and strong relationships with their respective constructs, reflecting a high quality of measurement across all variables examined in this study.

Table 2.
Convergent Validity Test (Average Variance Extracted)

Variabel Penelitian	Average Variance Extracted (AVE)
Attitude (ATT)	0,582
Perceived Behavioral Control (PBC)	0,713
Perceived Hedonic Value (PHV)	0,699
Purchase Intention (PI)	0,646
Perceived Utilitarian Value (PUV)	0,644
Subjective Norm (SN)	0,724

This table presents the Average Variance Extracted (AVE) values for each latent construct. AVE serves as an indicator of convergent validity, representing the average amount of variance explained by the indicators associated with a particular construct. An AVE value greater than 0.50 indicates that the construct accounts for more than 50% of the variance in its indicators. In this table, all constructs exhibit AVE values exceeding 0.50, with the highest recorded for Subjective Norm (0.724) and the lowest for Attitude (0.582). These results suggest that all constructs demonstrate adequate convergent validity and are thus suitable for further analysis.

Table 3.
Discriminant Validity Test (Fornell-Larcker Criterion)

Variabel Penelitian	ATT	PBC	PHV	PI	PUV	SN
ATT	0,763					

PBC	0,496	0,844				
PHV	0,681	0,534	0,836			
PI	0,718	0,512	0,973	0,804		
PUV	0,576	0,459	0,671	0,675	0,802	
SN	0,545	0,766	0,556	0,544	0,447	0,851

The Fornell-Larcker criterion is employed to ensure that each construct in the model demonstrates a stronger correlation with its own indicators than with indicators of other constructs. Discriminant validity is considered established when the square root of the Average Variance Extracted (AVE) for each construct is greater than its correlations with other constructs in the corresponding rows and columns. In this table, all constructs meet this criterion. For instance, the square root of the AVE for Subjective Norm (SN) is 0.851, which exceeds its correlations with other constructs. This confirms that the constructs in the model are distinct and exhibit adequate discriminant validity, indicating that each construct measures a unique concept.

Table 4.
Discriminant Validity Test (Cross Loadings)

Variabel Penelitian	ATT	PBC	PHV	PI	PUV	SN
ATT1	0,750	0,282	0,530	0,585	0,425	0,271
ATT2	0,762	0,383	0,562	0,590	0,475	0,296
ATT3	0,821	0,441	0,542	0,555	0,426	0,559
ATT4	0,716	0,419	0,430	0,442	0,431	0,577
PBC1	0,576	0,842	0,512	0,506	0,403	0,680
PBC2	0,391	0,859	0,525	0,470	0,344	0,668
PBC3	0,342	0,856	0,343	0,342	0,362	0,634
PBC4	0,312	0,821	0,372	0,370	0,448	0,589
PHV1	0,591	0,415	0,865	0,845	0,564	0,499
PHV2	0,508	0,489	0,832	0,807	0,665	0,493
PHV3	0,606	0,438	0,811	0,788	0,460	0,404
PI1	0,596	0,419	0,864	0,850	0,558	0,510
PI2	0,507	0,487	0,828	0,812	0,670	0,496
PI3	0,595	0,429	0,795	0,795	0,458	0,405
PI4	0,629	0,288	0,607	0,754	0,471	0,310
PUV1	0,483	0,422	0,547	0,560	0,784	0,330
PUV2	0,347	0,265	0,433	0,456	0,769	0,282
PUV3	0,531	0,397	0,612	0,591	0,852	0,444
SN1	0,386	0,634	0,413	0,406	0,323	0,807
SN2	0,498	0,599	0,518	0,511	0,380	0,877
SN3	0,497	0,731	0,480	0,463	0,434	0,866

Cross-loading analysis is conducted to verify that each indicator exhibits the highest loading on the construct it is intended to measure. As shown in the table, each item demonstrates a higher loading on its respective construct compared to other constructs. For

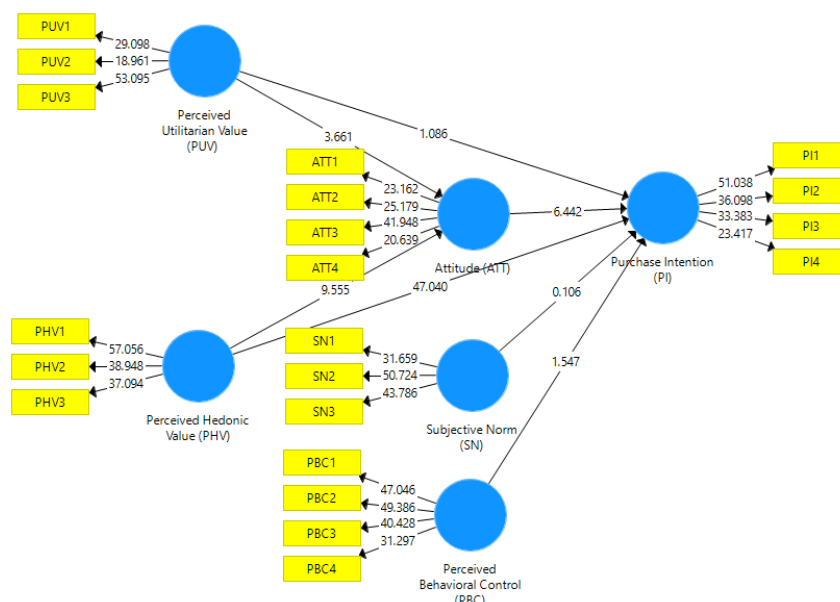
instance, ATT1 shows the highest loading on the Attitude construct (0.750), compared to its loadings on PBC (0.282) and PHV (0.530). This indicates that the items used in the research instrument possess strong measurement accuracy for their respective constructs, and there is no indication of multicollinearity among the latent constructs.

Table 5.
Reliability Test

Variabel Penelitian	Cronbach's Alpha	Composite Reliability
Attitude (ATT)	0,761	0,848
Perceived Behavioral Control (PBC)	0,868	0,909
Perceived Hedonic Value (PHV)	0,785	0,875
Purchase Intention (PI)	0,818	0,879
Perceived Utilitarian Value (PUV)	0,725	0,844
Subjective Norm (SN)	0,809	0,887

This table presents two reliability measures: Cronbach's Alpha and Composite Reliability. Both metrics assess the internal consistency of indicators within a construct. The ideal threshold for both Cronbach's Alpha and Composite Reliability is above 0.70. In this table, all constructs meet this criterion, indicating that the measurement instruments used possess a high level of reliability. The highest reliability is observed in the PBC construct ($\alpha = 0.868$; CR = 0.909), while the lowest is in the ATT construct ($\alpha = 0.761$; CR = 0.848). Nevertheless, all values remain within the acceptable range, thereby reinforcing the robustness of the instrument quality.

Figure 3.
Structural Model (Inner Model)



The structural model diagram illustrates the causal relationships among the latent constructs within the model, depicting the paths of influence between variables, such as from PUV to ATT or from ATT to PI. This visualization is crucial as it represents the hypothesized structure that will be tested statistically. The arrows indicate the direction and predictive

contribution of each relationship. The results of this analysis will be further evaluated through VIF, R^2 , Q^2 , and path coefficient tests to determine the statistical significance of these relationships.

Table 6.
Kolinearitas Test (VIF)

Research Variables	ATT	PBC	PHV	PI	PUV	SN
ATT				2,096		
PBC				2,557		
PHV	1,821			2,553		
PI						
PUV	1,821			1,941		
SN				2,701		

Variance Inflation Factor (VIF) testing is employed to identify multicollinearity among independent variables. A VIF value below 5 indicates that there is no severe multicollinearity issue. As shown in the table, all VIF values fall within the acceptable range, with the highest recorded for Subjective Norm (SN) at 2.701 and the lowest for Perceived Utilitarian Value (PUV) at 1.821. These results suggest that each independent variable contributes uniquely to explaining the dependent variable, and that there is no redundancy of information among predictors within the model.

Table 7.
R-Square Test (R2)

Variable	R-square	R-square adjusted
Attitude (ATT)	0,490	0,486
Purchase Intention (PI)	0,953	0,953

The R^2 value measures the extent to which the variance in the dependent construct can be explained by the independent constructs. An R^2 value of 0.953 for Purchase Intention (PI) indicates that 95.3% of the variation in purchase intention is explained by the variables ATT, PHV, PBC, SN, and PUV an exceptionally high figure that demonstrates the model's strong predictive power. In contrast, an R^2 value of 0.490 for the Attitude (ATT) variable suggests that approximately 49% of the variance in attitude is accounted for by the independent constructs. While this value is considered moderate, it remains acceptable and meaningful within the context of social research.

Table 8.
Q-Square Test (Q2)

Research Variables	$Q^2 (=1-SSE/SSO)$
Attitude (ATT)	0,279
Purchase Intention (PI)	0,605

Q^2 is a measure of predictive relevance derived from the predictive residuals. A positive Q^2 value indicates that the model possesses good predictive capability. Based on the table, the Q^2 value for Attitude (ATT) is 0.279, while for Purchase Intention (PI) it is 0.605. A Q^2 value exceeding 0.35 is considered to reflect strong predictive power; therefore, the value of 0.605 for PI suggests that the model demonstrates a very high capability in predicting purchase intention. Meanwhile, the Q^2 value of 0.279 for ATT falls within the moderate range

but still indicates that the model is not overfitted and maintains sufficient predictive relevance.

Table 9.
Path Coefficient Test Results

Hypothesis	Variable Relationship	T-statistic	P-value	Result
H1	Perceived Utilitarian Value → Purchase Intention	1.093	0.275	Rejected
H2	Perceived Utilitarian Value → Attitude	3.537	0.000	Accepted
H3	Perceived Hedonic Value → Attitude	9.664	0.000	Accepted
H4	Perceived Hedonic Value → Purchase Intention	47.893	0.000	Accepted
H5	Attitude → Purchase Intention	6.366	0.000	Accepted
H6	Subjective Norm → Purchase Intention	0.104	0.917	Rejected
H7	Perceived Behavioral Control → Purchase Intention	1.523	0.128	Rejected

This table presents the results of hypothesis testing through t-statistics and p-values to determine the significance of the relationships among the constructs. Out of the seven hypotheses, four were supported (H2, H3, H4, H5), indicating that Perceived Utilitarian Value (PUV) positively influences Attitude (ATT); Perceived Hedonic Value (PHV) significantly affects both Attitude and Purchase Intention (PI); and Attitude positively influences Purchase Intention. The relationship between PHV and PI demonstrated the strongest effect, with a t-statistic of 47.893 ($p < 0.000$), highlighting the dominant role of hedonic value in driving purchase intention. Conversely, three hypotheses were rejected (H1, H6, H7), namely the direct effects of PUV, Subjective Norm (SN), and Perceived Behavioral Control (PBC) on Purchase Intention. This suggests that although these variables are theoretically relevant, their empirical influence was not statistically significant in the context of this study.

CONCLUSION

Based on the analysis of both the measurement and structural models using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, it can be concluded that the proposed research model demonstrates strong validity, reliability, and predictive capability regarding the Purchase Intention (PI) variable. Convergent validity, as indicated by the outer loading values, confirms that all indicators exceed the 0.70 threshold such as ATT3 (0.821), PBC2 (0.859), and SN2 (0.877) reflecting a substantial contribution to their respective constructs. This is further supported by Average Variance Extracted (AVE) values, all of which exceed 0.50, with Subjective Norm exhibiting the highest AVE (0.724) and Attitude the lowest (0.582), suggesting that each construct sufficiently explains the variance in its indicators. Discriminant validity is also satisfied through both the Fornell-Larcker criterion and cross-loading assessments. For instance, the square root of AVE for

Subjective Norm (0.851) surpasses its correlations with other constructs, and each indicator loads highest on its corresponding construct, affirming construct distinctiveness. Construct reliability is reinforced by Cronbach's Alpha values (ranging from 0.761 for Attitude to 0.868 for PBC) and Composite Reliability scores (ranging from 0.844 for PUV to 0.909 for PBC), all exceeding the acceptable threshold of 0.70, thus indicating high internal consistency. From a structural model perspective, the Variance Inflation Factor (VIF) values range between 1.821 and 2.701, confirming the absence of multicollinearity among independent variables. The model exhibits strong explanatory power, with an R^2 value of 0.953 for Purchase Intention and 0.490 for Attitude, along with Q^2 values of 0.605 and 0.279 respectively, indicating strong and moderate predictive relevance. The path coefficient analysis reveals that four out of seven hypotheses are statistically significant: H2 (PUV $\rightarrow$ ATT, $t = 3.537$; $p = 0.000$), H3 (PHV $\rightarrow$ ATT, $t = 9.664$; $p = 0.000$), H4 (PHV $\rightarrow$ PI, $t = 47.893$; $p = 0.000$), and H5 (ATT $\rightarrow$ PI, $t = 6.366$; $p = 0.000$). In contrast, three hypotheses were rejected: H1 (PUV $\rightarrow$ PI, $t = 1.093$; $p = 0.275$), H6 (SN $\rightarrow$ PI, $t = 0.104$; $p = 0.917$), and H7 (PBC $\rightarrow$ PI, $t = 1.523$; $p = 0.128$). Collectively, these findings highlight Perceived Hedonic Value and Attitude as key predictors of Purchase Intention, whereas the direct influence of Subjective Norm, Perceived Behavioral Control, and Utilitarian Value on purchase intention is not statistically supported in this study.

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