

The Effect of Utilitarian Value, Hedonic Value and Brand Image toward the “Arema” FC Official Store Customer Satisfaction

Azmi Adiwinayoga¹, Widji Astuti², Achmad Firdiansjah²

¹*Student of Magister Management, University of Merdeka Malang, Indonesia*

²*Faculty of Economics and Business, University of Merdeka Malang, Indonesia*

Abstract: The purpose of this study was to determine the effect of Utilitarian value, hedonic value, and brand image on customer satisfaction at “Arema” FC Official Store. This research is a quantitative study by taking a sample of 97 people. The analysis method used is multiple linear regression and hypothesis testing, The results show that utilitarian value and brand image affect customer satisfaction and hedonic value have no effect on customer satisfaction

Keywords: Utilitarian Value, Hedonic Value, Brand Image, and Customer Satisfaction

I. INTRODUCTION

Many business opportunities can be developed in the world of football, one of which is the sale of official apparel and merchandise. This has prompted the “Arema” FC club to establish an Official Store that sells official apparel and merchandise for the “Arema” FC club which is expected to be a source of income for the team.

“Arema” FC has large and fanatical supporters, One form of financial support that can be provided by supporters is the purchase of merchandise for a football club, from pins, hats, scarves, and original jersey. So you can imagine how much financial profit a club can get only through selling merchandise, especially official ones.

To attract consumer interest, producers must know and understand consumer behavior (Schifman dan Kanuk, 2004) and satisfaction is one form of consumer behavior.

Shopping activities are carried out by consumers rationally, in the sense that purchases are made by consumers on the consideration of the benefits provided by the product or what is called utilitarian value. However, currently, shopping activities are also influenced by emotional values such as pleasure and pleasure, known as hedonic value (Hanzae dan Rezaeyeh, 2013:819).

Besides the attitude of hedonism and utilitarianism, the thing that also affects consumer satisfaction is the brand image, where at first the brand was considered a symbol which later developed into an image so that by using or buying a certain brand, consumers want to show what they believe to be their identity to other consumers, brands have associations related to certain concepts that are based on consumer perceptions of the information received by consumers.

II. LITERATURE REVIEW

A. Utilitarian Value

Consumer behavior oriented to utilitarian value will choose products efficiently based on rational reasons (Holbrook dan Hirschman, 1982). According to Kim (2006: 57), there are two indicators of utilitarian value, namely efficiency, and achievement.

B. Hedonic value

Hedonic Value owned by consumers can encourage consumers to shop, and this can be seen from the value obtained by various senses, fantasies, and motivational aspects of the consumer experience when shopping. (Jones, Reynold & Arnold, 2006)

According to (Arnold and Reynolds 2003), using qualitative and quantitative studies researched hedonic shopping motivation and obtained six categories of shopping motivation, namely: adventure, social, gratification, idea, role, and value.

C. Brand Image

Brand image is a consumer's perception and understanding of the brand of a product that can be thought, felt, and imagined. By creating a positive brand image for a product, it will certainly encourage the success of marketing a product.

According to Gary Hamel and CK Prahalad (1994), four main things must be considered in a brand, so that the brand is well-formed and will later provide a good image, name recognition, reputation, affinity, and loyalty. A brand can be said as successful when the buyers or the users perceive the presence of relevant, unique, and sustainable added value that fulfills their needs the most satisfactorily (Prabowo et al., 2020).

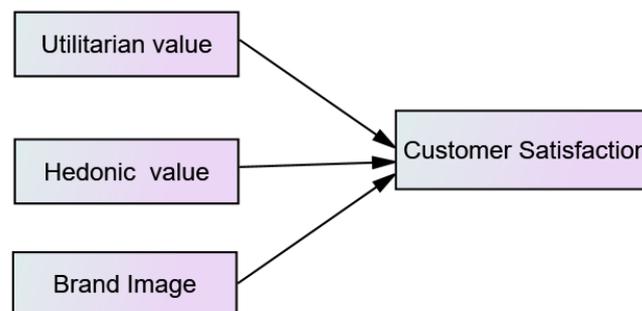
D. Customer Satisfaction

Satisfaction is someone's feeling of pleasure or disappointment that arises from comparing the product's perceived performance against their expectations.

According to Kotler and Keller (2009: 140) retaining customers is more important than attracting customers. Therefore there are 5 dimensions to measure customer satisfaction, namely Buying again, Saying good things about the company to others and recommending, Paying less attention to competitors' brands and product advertisements, Buying other products from the same company, Offering product or service ideas to the company.

E. Research Concept Framework

Figure 1. Conceptual Framework of Research



Hypothesis Research:

H1: It is suspected that the effect of utilitarian value, hedonic value, and brand image on customer satisfaction is "Arema" FC Official Store.

H2: It is suspected that Hedonic value has a dominant effect on customer satisfaction at "Arema" FC Official Store.

III. METHODOLOGY

The approach used in this research is a quantitative descriptive approach and the analysis design used is multiple linear regression analysis. The research location was conducted at the "Arema" FC Official store. The variables to be measured in the study are the independent variables consisting of the utilitarian value variable (X1), the hedonic value variable (X2), and the brand image variable (X3), while the dependent variable is customer satisfaction (Y). The population studied in this study were unlimited customers who purchased jerseys or official merchandise at the "Arema" FC Official store. The research sample is customers who buy back jerseys or official merchandise at "Arema" FC Official Store with their income, aged 20 years and over at the time of the research whose number is not yet known. To determine the sample, Wibisono (2013) sampling technique was used so that the sample taken was 97 people.

IV. RESULT AND DISCUSSION

A. Regression Analysis

Multiple Linear Regression Analysis is used to determine whether there is an effect of the independent variable on the dependent variable. So that in this study, the influence of the independent variables, namely utilitarian value, hedonic value, and brand image, will be examined on the dependent variable, namely customer satisfaction.

Table 1. Result of Regression Analysis.

Independent Variables	Dependent variable	Standardized Coefficients (B)	Sig.
Utilitarian Value (X1)	Customer Satisfaction (Y)	0,342	0,000 (sig)
Hedonic Value (X2)		0,120	0,174 (non sig.)
Brand Image (X3)		0,337	0,000 (sig)
Constanta	1,455		
R	0,551		
R square	0,304		
Adjusted R square	0,282		
F statistic	13,538		
Sig. F	0,000		
N	97		

The model of regression is $Y = 1,455 + 0,342X1 + 0,120X2 + 0,337X3$

Regression results showed that Utilitarian Value (X1) and Brand Image (X3) had a significant effect on Customer Satisfaction (Y). Hedonic Value (X2) does not significantly affect Customer Satisfaction (Y). The amount of R square in the Model Summary table is 0,304, this indicates that the contribution or contribution of X1, X2, and X3 to Y is 30.4%, while the remaining 69,6% is the contribution of other variables not included in this study. To find out if the regression model above is correct or wrong, a hypothesis test is required. Hypothesis test using the number F as the output result of the regression model. Based on the F Test table above, the value is obtained $F_{\text{statistic}} 13,538 > F_{\text{table}} 2,70$. And has a Sig. $0,000 < 0,05$. So it can be concluded that Utilitarian value, hedonic value, and brand image affect customer satisfaction at "Arema" FC Official Store

B. Discussion

Utilitarian value is determined by the achievement indicator which is reflected in the statement on "Arema" FC Official Store. I can find various "Arema" FC merchandise and I get pride when I wear official apparel products sold at "Arema" FC Official Store with appreciation especially in the statement. At the "Arema" FC Official Store I can find various kinds of "Arema" FC merchandise. This is in line with Kim (2006) view that utilitarian value consists of 2 indicators, namely efficiency, and achievement

In the Hedonic value variable, the dominant indicator is the idea and the most contributing statement is the statement I bought official apparel products at "Arema" FC Official Store to get the latest "Arema" FC innovation and jersey design.

The recognition indicator is the most decisive in the Brand image variable and is reflected in the statement of Singo Edan Apparel (SEA), that the official apparel for "Arema" FC and Singo Edan Apparel (SEA) is only sold at "Arema" FC Official Store, Singo Edan Apparel (SEA) statement is "Arema" FC club's official apparel is the most appreciated statement.

Customer satisfaction is formed by buying again, recommending, paying less attention to competitors' brands and advertisements, buying other products from the same company, and offering product or service ideas to the company. The main indicator that determines customer satisfaction is recommending with a statement I invite others to buy official apparel sold at "Arema" FC Official Store.

The results explain that Utilitarian Value affects customer satisfaction. This is according to Ryu *et. al*, (2010) research. The results of this study indicate that Utilitarian Value has a greater influence than Hedonic Value, although, in this study, utilitarian value and hedonic value both affect customer satisfaction. At "Arema" FC Official Store, consumers see Utilitarian Value as one of the things that cause them to be satisfied,

Utilitarian value-oriented consumer behavior will choose products efficiently based on rational reasons (Holbrook dan Hirschman, 1982) this also suits Kim. Et, al. (2012) characterizes utilitarian value by the features or products needed, features or products desired, fast, and easy. So in this study, it can be said that customer satisfaction is created because the Utilitarian Value experienced by customers is fulfilled properly when they shop at "Arema" FC Official Store.

Brand image affects customer satisfaction, the results of this study are following the statement of Stan, Caemmere, and Jallet (2013) that there is an influence of brand image on customer satisfaction. Customers who consume products, both goods, and services with a good brand image will get more satisfaction. "Arema" FC has official apparel with the Singo Edan Apparel (SEA) brand, which is trusted by customers to have good quality and design so that customers will always use Singo Edan Apparel (SEA) and merchandise purchased at "Arema" FC Official Store.

Why Hedonic Value does not predominantly affect customer satisfaction at "Arema" FC Official Store, this is a natural thing, because someone who has hedonic value also makes considerations when making

purchases. With the majority of buyers aged 24-27 as much as 37% followed by ages 28-31 as much as 27% and male gender 91%, consumers will tend to shop with consideration of its uses and benefits, shop efficiently and based on rational reasons, namely buying "Arema" FC merchandise which will be used when watching "Arema" FC matches. By using official genuine apparel products, consumers will get pride.

Utilitarian Value is the variable that most influences customer satisfaction through achievement indicators characterized by the statement at "Arema" FC Official Store that you can find various kinds of "Arema" FC merchandise, Therefore, customers are satisfied when their needs are met. These needs are at the "Arema" FC Official Store. Customers can find various "Arema" FC merchandise. The attributes that are sold include original jerseys, shirts, polo shirts, t-shirts, jackets, pants, hats, and other products. Satisfied customers will be willing to come and make a repurchase and spread positive information. In this case, it means that the more satisfied the customer is, the customer will have a profitable behavior. The existence of such a pleasant experience satisfied customers will be recommended by inviting others to buy.

V. CONCLUSION

Utilitarian Value, Achievement was most appreciated by respondents as reflected in the statement At "Arema" FC Official Store I can find various kinds of "Arema" FC merchandise. At Hedonic Value, the Idea indicator was most appreciated by respondents as reflected in their statement of buying official apparel products at "Arema" FC Official Store to get the latest "Arema" FC innovation and jersey design. Respondents appreciated the most recognition in determining the Brand Image, which was reflected in the statement that Singo Edan Apparel (SEA) was the official apparel for the "Arema" FC. Whereas customer satisfaction recommends that it is most appreciated by respondents in determining Customer Satisfaction as reflected in the statement inviting others to buy official apparel at "Arema" FC Official Store. Utilitarian Value and Brand Image significantly affect customer satisfaction, however, Hedonic Value is not tested to affect customer satisfaction of the two variables that significantly influence (Utilitarian Value and Brand Image), the Utilitarian Value variable has the most dominant influence on Customer Satisfaction at "Arema" FC Official Store.

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