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The Influence of Utilitarian and Hedonic Value to Traveler Purchase Intention at Singapore Changi Airport International

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ABSTRACT
This study aimed at determining and analyzing the effect of utilitarian and hedonic values on the purchase intention of travelers at Changi International Airport, Singapore. This study employed quantitative research methods. The number of samples in this study was 100 people who were travelers at Changi International Airport, Singapore, from January to November 2019. The sampling technique used was simple random sampling. The data were collected through interviews, questionnaires, and observations. The research data were processed and analyzed using SPSS ver. 25. The results show that there was a significant and unidirectional influence between 1) utilitarian value on traveler's purchase intention with a significance value of 0.000 (p-value <0.05) and a contribution value of 0.546 or 54.6%, 2) hedonic value towards a traveler's purchase intention with a significance value of 0.000 (p-value < 0.05) and a contribution value of 0.499 or 49.9%, and 3) a utilitarian value and a hedonic value together with a traveler's purchase intention with a significance value of 0.000 (p-value < 0.05) and the coefficient of determination is 0.521 or 52.1%.

Keywords: *Utilitarian Value, Hedonic Value, Consumer Psychology, Purchase Intention.*

1. INTRODUCTION

Based on the results of a survey conducted by Skytrax (Special Researcher and Quality Advisor for the air transportation industry), Changi Airport International has been named the best airport for the last eight years [https://www.worldairportawards.com]. One of the factors assessed is the growth of traveler traffic, following the traveler movement diagram of Singapore Changi Airport from 2016 to February 2020, reported on the http://www.changiairport.com website, data is obtained from 2016 to 2017 on the number of traveler movements increased by 5.6%, while from 2017 to 2018 there was an increase of 5.1%. However, from 2018 to 2019, there was only an increase of 3.9%. Changi International Airport still received the best airport award because it could still experience an increase amid the world trade slowdown. This increase in traveler traffic is good for airports as airports can benefit from non-aeronautical revenue streams (shopping concessions, restaurants, car parks, and other entertainment facilities) [1]. As for retailers, it is an opportunity to take advantage of "trapped" travelers because they have to wait for several hours of flight at the airport, which can be a big target for retailers. Therefore, understanding shopping behavior at airports is fundamental to ensure airport viability and to increase airport revenues [2], [3].

Shopping at the airport is not entirely the same as shopping on the street or mall. The fundamental difference between this shopping mode is that the shopper visits the mall with the main purpose of shopping while the traveler goes to the airport to travel [4]. Consumer behavior, in this case, a traveler, when consumers desire to buy or choose a product based on experience in choosing, using, and consuming a product, is called purchase intention [5]. There are four types of purchase intentions or motivations for airplane passengers or travelers, including functional motivation, social motivation, experimental motivation, and travel-related motivation [4].

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Furthermore, the choice of consumer purchase intention is influenced by several consumption values [6]. Consumer typology is divided into rational (utilitarian) and hedonic categories [7]. The utilitarian values include product offerings, product information, money savings, and convenience [8]. Then the hedonic value is seen from social experiences, similar interests, interpersonal interests, instant status, and hunting sensations [9].

Previous research has shown that utilitarian and hedonic values affect purchase intention. [6] found that hedonic and utilitarian values affect millennials' purchase intention. Then, [10] show that hedonic values affect purchase intention. Furthermore, [11] reveal that consumer perceptions tend to like hedonic values , which positively influence purchase intention, whereas when consumer understanding is high, it has a positive effect on hedonic values and strengthens purchase intention. Then, [12] found that hedonic and utilitarian values significantly affected purchase intention and reuse of goods. Next, [5] reveal that hedonic and utilitarian values significantly affect purchase intention.

Based on previous research findings, it is known that utilitarian values and hedonic values affect purchase intention and/or purchase intention. Therefore, the researcher wants to know and analyze whether there is an influence of utilitarian value and hedonic value on purchase intention, in this case, the traveler who visits Singapore Changi International Airport from January to November 2019. The hypothesis in this study is to determine and analyze whether there is an effect of utilitarian value on purchase intention, whether there is an effect of hedonic value on purchase intention, and whether there is an effect of utilitarian value and hedonic value together on purchase intention.

2. METHODS

The variables in this study consisted of the independent variable, namely utilitarian value (X1) and hedonic value (X2); meanwhile, the dependent variable was purchase intention (Y). The method used in this study was a quantitative method with a descriptive and verification approach. The sample in this study amounted to 100 travelers who visited Changi Airport, Singapore, from January to November 2019. The data collection techniques were carried out through interviews, questionnaires, and observations. The data analysis technique used is multiple linear regression analysis which was previously tested with the classical assumption test, namely normality, multicollinearity, heteroscedasticity, and linearity tests, and then the coefficient of determination, t-test, and F-test.

3. RESULTS AND DISCUSSION

The study results begin with testing the instrument first, where validity and reliability tests are carried out. The results of the validity test are known as follows:

Table 1. Validity Test

Variable	Number of items tested	Number of valid items
Utilitarian Value (X_1)	10	10
Hedonic Value (X_2)	9	9
Purchase Intention (Y)	12	12
Total	31	31

The results of the research instrument reliability test are known as follows:

Table 2. Reability Test

Variable	Cronbach's Alpha	Description
Utilitarian Value (X_1)	0,769	Reliable
Hedonic Value (X_2)	0,712	Reliable
Purchase Intention (Y)	0,769	Reliable

Furthermore, the researchers tested the classical assumptions, namely normality, multicollinearity, heteroscedasticity, and linearity tests.

Scalar *variables* and *physical constants* should be italicized, and a bold (non-italics) font should be used for **vectors** and **matrices**. Do not italicize subscripts unless they are variables. Equations should be either display (with a number in parentheses) or inline. Use the built-in Equation Editor or MathType to insert complex equations.

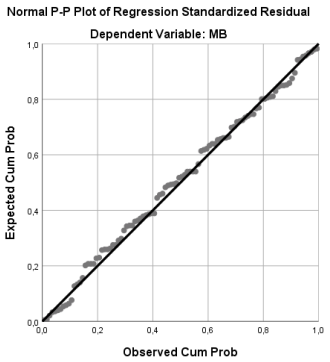

Figure 1. Normality Test

Figure 1 shows the points scattered around the diagonal line, and following the direction of the diagonal line is a normal plot graph. This pattern indicates that the data is normally distributed.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	7,199	3,664		1,965	,052		
	X1	,546	,106	,418	5,159	,000	,753	1,328
	X2	,499	,097	,416	5,143	,000	,753	1,328

a. Dependent Variable: Y

Figure 2. Multicollinearity Test Result

The figure above shows the value of TOL (Tolerance) of 0.753 for (X1) and (X2), which is more than 0.01 while VIF is 1.328 for (X1) and (X2), which is smaller than 10, which means that it can be said that there is no multicollinearity.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7,338	2,217		3,309	,001
	X1	-,071	,064	-,128	-1,110	,270
	X2	-,030	,059	-,059	-,511	,611

a. Dependent Variable: Abs_RES

Figure 3. Heteroscedasticity Test Result

The figure above shows the results of the glacier test using the SPSS program ver. 25; it can be seen that the significance value is above the 5% confidence level or, in other words, the Sig. > 0.05, which means there is no heteroscedasticity.

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X1	Between Groups	(Combined)	2728,354	22	124,016	5,114	,000
		Linearity	1793,130	1	1793,130	73,936	,000
		Deviation from Linearity	935,223	21	44,534	1,836	,029
	Within Groups		1867,436	77	24,252		
	Total		4595,790	99			

Figure 4. Linearity Test Result for X1

The figure above shows a significant value of X1 of 0.029, which is less than 0.05, which means that the model is linear.

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X2	Between Groups	(Combined)	2793,292	21	133,014	5,756	,000
		Linearity	1789,405	1	1789,405	77,433	,000
		Deviation from Linearity	1003,888	20	50,194	2,172	,008
	Within Groups		1802,498	78	23,109		
	Total		4595,790	99			

Figure 5. Linearity Test Result for X2

While X2 shows a significant value of 0.008 or less than 0.05, meaning that the model is linear.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	7,199	3,664		1,965	,052		
	X1	,546	,106	,418	5,159	,000	,753	1,328
	X2	,499	,097	,416	5,143	,000	,753	1,328

a. Dependent Variable: Y

Figure 6. The Multiple Regression Equation Test Result

Based on the results of data processing, the multiple regression equation model can be formulated as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + e \quad \text{(Equation 1)}$$

$$Y = 7{,}199 + 0{,}546\, X_1 + 0{,}499\, X_2 + 0$$

Based on these equations can be described as follows:

a. Constant value (a) of 7.199. Thus, if the value of utilitarian value (X1) and hedonic value (X2) is 0, then the value of purchase intention is 7.199 and is positive, which means an increase in the variable utilitarian value and hedonic value will have an impact on the value of purchase intention that also rises.

b. B. The coefficient value is 0.546. Thus, the utilitarian value variable contributes to the ask for purchase variable (Y) of 0.546 or 54.6%.

c. C. The coefficient value is 0.499. Thus, the hedonic value variable contributes to the purchase intention (Y) of 0.499 or 49.9%.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,722[a]	,521	,511	4,765

a. Predictors: (Constant), X2, X1

Figure 7. The Multiple Regression Equation Test Result

The coefficient of determination formula Kd = r^2 x 100% . Based on the results of the above table, the r^2 value is 0,521. Then the calculation of the coefficient of determination is as follows:

$$Kd = 0{,}521 \text{ x } 100\% = 52{,}1\ \% \quad \text{(Equation 2)}$$

The determinant coefficient gets a result of 52.1%, which can be interpreted that the magnitude of the influence of the utilitarian value (X1) and hedonic value (X1) is 52.1%, while the remaining 47.9% is influenced by other variables not examined in this study.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	7,199	3,664		1,965	,052		
	X1	,546	,106	,418	5,159	,000	,753	1,328
	X2	,499	,097	,416	5,143	,000	,753	1,328

a. Dependent Variable: Y

Figure 8. t-Test Result

Based on the criteria and data in table 10, each variable can be explained as follows:

a. Utilitarian Value

The test results obtained by the value of t for the variable utilitarian value show t = 5.159 with a significance value of 0,000. So, it can be concluded that 5,159> 1,660 and 0,000 <0,005, then H0 is rejected and H1 is accepted, meaning that the utilitarian value has a positive and significant effect on Purchase Interest.

b. Hedonic Value

The test results obtained the t value for the hedonic value variable shows t = 5,143 with a significance value of 0,000. So, it can be concluded that 5,143> 1,660 and 0,000 <0,005, then H0 is rejected and H1 is accepted, meaning that the hedonic value has a positive and significant effect on purchase intention.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2393,606	2	1196,803	52,716	,000[b]
	Residual	2202,184	97	22,703		
	Total	4595,790	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Figure 9. F-Test Result

Based on the criteria and data in table 11, it can be seen that the F count of 52.716 is greater than the F table of 3.09 (52.716> 3.09) and the significance value of 0.000 <0.05. This means that utilitarian and hedonic values simultaneously positively and significantly influence purchase intention. Thus, it can be concluded that H0 is rejected and H1 is accepted.

3.1. The Influence of Utilitarian Value (X1) on Purchase Intention (Y)

Based on the test results, the t value for the utilitarian value variable shows t = 5.159 with a significance value of 0.000. So, it can be concluded that 5.159 > 1.660 and 0.000 < 0.005, then H0 is rejected and H1 is accepted, meaning that the utilitarian value has a positive and significant effect on purchase intention.

The results of the regression test are 0.546. This can be interpreted that the utilitarian value variable contributes to the purchase intention variable (Y) of 0.546 or 54.6%, which indicates a unidirectional influence between utilitarian value and purchase intention, or in other words, has a significant effect. This is supported by a previous study entitled The Role of Utilitarian and Hedonic Values on Users' Continued Usage and Purchase Intention in a Social Commerce Environment, showing that utilitarian value significantly affects purchase intention [13].

3.2. The Influence of Hedonic Value (X2) on Purchase Intention (Y)

The test results obtained that the t value for the hedonic value variable showed t = 5.143 with a significance value of 0.000. Thus, it can be concluded that 5.143 > 1.660 and 0.000 < 0.005, then H0 is rejected and H1 is accepted, meaning that the hedonic value has a positive and significant effect on purchase intention.

The results of the regression test were 0.499. This can be interpreted that the Utilitarian Value variable contributes to the purchase intention variable (Y) of 0.499 or 49.9%, indicating a unidirectional influence between hedonic value and purchase intention, or a significant effect. This is supported by previous research entitled "Does Hedonic and Utilitarian's Product Purchase Intention of New Millennial Influenced by CSR," which shows that R Square is 0.184. This means that hedonic value significantly affects millennial purchase intention [6].

3.3. The Influence of Utilitarian Value (X1) and Hedonic Value (X2) on Purchase Intention (Y)

Based on the test results, it is known that the Fcount of 52.716 is greater than Ftable 3.09 (52.716 > 3.09), and the significance value is 0.000 <0.05. This means that utilitarian and hedonic values simultaneously have a positive and significant effect on purchase intention. Also, the results of this study indicate that the influence of utilitarian value and hedonic value together has a significant influence on traveler purchase intention at Changi International Airport.

The regression calculations show that the influence of utilitarian value and hedonic value on purchase intention has a relatively large degree of conformity. This is reflected in the coefficient of determination of 52.1%; the remaining 47.9% is influenced by other factors not examined. This is in accordance with previous research entitled "The Effect of Hedonic Value and Utilitarian Value on Interest in Buying E-Cigarettes in Bandung", showing that R Square is 0.406. This means that the hedonic and utilitarian values positively and significantly affect the intention of purchasing e-cigarettes simultaneously by 40.6%. This shows that these two variables together can affect purchase intention in e-cigarettes [5].

4. CONCLUSIONS

There is a significant and unidirectional effect between the utilitarian value on the traveler's purchase intention with a significance value of 0.000 (p-value <0.05) where the contribution value is 0.546 or 54.6%. This means that the utilitarian value affects 54.6% of travelers' purchase intentions at Changi International Airport, Singapore.

There is a significant and unidirectional effect between the hedonic value on the traveler's purchase intention with a significance value of 0.000 (p-value <0.05) where the contribution value is 0.499 or 49.9%. This means that the hedonic value affects 49.9% of travelers' purchase intentions at Singapore Changi International Airport.

There is a significant and unidirectional influence between the utilitarian value and the hedonic value on the traveler's purchase intention with a significance value of 0.000 (p-value <0.05) where the coefficient of determination is 0.521 or 52.1%. This means that the utilitarian and hedonic values affect 52.1% of travelers' purchase intentions at Singapore Changi International Airport, while 47.9% is influenced by other factors.

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