THE INFLUENCE OF UTILITARIAN AND HEDONIC VALUES ON REPURCHASE INTENTIONS FOR COUNTERFEIT PRODUCTS TOWARD CUSTOMER SATISFACTION

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ARTICLE INFO	ABSTRACT
Keywords: Hedonic Shopping Value, Utilitarian Shopping Value, Repurchase Intentions, Customer Satisfaction, Counterfeit Products	This study aims to describe the factors that influence the purchase of counterfeit products which are mediated by customer satisfaction. There are 2 (two) variables, namely utilitarian shopping value and hedonic shopping value. Utilitarian shopping value relates to the purchase of an item because of its functional value, while hedonic shopping value involves the emotional experience of the shopping process itself. This study will examine how much influence utilitarian shopping value and hedonic shopping value have on repurchase intention in counterfeit products, especially in counterfeit shoes for the Adidas brand, which is mediated by customer satisfaction. Using Structural Equation Modeling (SEM) and AMOS statistical tools, this study examines the relationship between independent variables and dependent variables to support the hypotheses developed. Methods of data collection using a questionnaire with a number of respondents of 200 people. The results of this study indicate that utilitarian shopping value has a significant effect on customer satisfaction. Hedonic shopping value has a significant effect on customer satisfaction. Utilitarian shopping value has no significant effect on repurchase intention of counterfeit products. Hedonic shopping value has a significant effect on repurchase intention of counterfeit products. Customer satisfaction has a significant effect on repurchase intention of counterfeit products. Customer satisfaction has a mediating effect of utilitarian shopping value on repurchase intention in counterfeit products. Customer satisfaction has a mediating effect of hedonic shopping value on repurchase intention of counterfeit products.
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1. INTRODUCTION

The development of trends and technology has a big influence on the development of the fashion industry. The fashion industry has become one of the most dynamic and fastest-growing sectors in the world. Unfortunately, fashion products, especially well-known brands such as Louis Vuitton, Gucci, Nike, Puma and other famous brands, are experiencing imitation in various forms. Counterfeit products are a significant and growing problem throughout the world, occurring in both developed and developing countries. Counterfeiting is accompanied by various economic losses in the world. The Business Alliance to Stop Counterfeit and Piracy (BASCAP) estimates that the counterfeiting and piracy market is growing at 22[1]. If this problem is not stopped (or at the very least, reduced significantly) now, it could get much worse in the future, especially with the increasing importance of online trading [2].

According to the US Customs and Border Protection Office of International Trade (2007), 70% of counterfeit products are handbags, watches, shoes, clothes, hats, sunglasses, and perfumes. Products from this category are affected in over 50% of cases among all industries whose rights are violated [3]. Many factors cause the emergence of counterfeit products. The indicators used for attitudes towards product counterfeiting are [4]: 1) Perception of the reliability of counterfeit products, 2) Perception of similarity of counterfeit products, 3) Perception of the function of counterfeit products, 4) Consequences of intellectual property violations, 5) Disrupting the industrial balance of genuine products, 6) Consequences of damaging the legitimate interests and rights of original manufacturers. Based on the

International Trademark Association (INTA) and The International Chamber of Commerce, the estimated global economic value of counterfeit products will reach approximately $2.3 trillion in 2022. The International Chamber of Commerce also projects that the value of counterfeit products worldwide will exceed $1.7 trillion, this amount exceeds 2% of total global economic output today.

The importance of a product to consumers in a utilitarian context is determined by a number of factors, such as product quality, level of convenience, and ease of accessibility of a particular brand. Apart from that, consumers will also choose products that have hedonic value to follow trends and improve social status [5]. Utilitarian value refers to the benefits obtained by customers when they purchase a product or service, which includes utility value, economic value, and functional value [6]. Hedonic value is subjective and results from feelings, pleasure, and fantasy. Hedonic value has more subjective and individual characteristics than utilitarian value, and hedonic value emphasizes the pleasure aspect more than the task or function aspect [7]. Hedonic value is an assessment of the emotional feelings that consumers feel from the experience of shopping for a product or service which is more subjective and personal, the assessment can be based on pleasure, excitement and entertainment. Positive emotions will begin to emerge when someone prioritizes the hedonic value of shopping [8]. Utilitarian value and hedonic value factors can influence customer satisfaction. Customer satisfaction is relative, where the thing that can measure satisfaction with a product is the customer who consumes the product. Consumers who have a tendency to have consumptive behaviour will buy products with luxury brands even with replica quality. Consumers will choose to buy replica products if the product is worth the money spent [9].

This research focuses on replica shoe products of the Adidas brand. Adidas replica shoes are shoe products made to imitate or copy Adidas designs, logos and trademarks without official permission from the company. The term "replica" in the context of Adidas shoes refers to imitation shoes made to a lower quality than original Adidas products. In the market, Adidas replica shoes often have a play on their name or variations on a name that is similar to the original brand. In the replica shoe market, Adidas brand replica shoes have variations of names similar to the original brand. For example, "Adibas," "Adidos," "Adibros," or other variations. Manufacturers often copy the design of famous Adidas shoes, but the quality of materials and construction may not be on par with authentic shoes. In this case, the replica shoes of Adidas brand have a medium level of quality, with better similarity to the original shoes. However, there are differences in the quality of materials and construction.

The orientation towards the benefits (utilitarian) and pleasure (hedonic) obtained from using replica shoes of Adidas brand means that purchases of these replica shoes are increasing. The purpose of this research is to predict and explain that utilitarian value and hedonic value are factors that have an influence on customer satisfaction in repurchasing counterfeit products. This research also aims to provide insight into the Adidas company in improving their product differentiation to remain relevant and compete effectively in a market that may be filled with replica products. Research on consumer preferences and motivations for replica shoes of Adidas brand can provide valuable insights for the Adidas company. By understanding why consumers choose replica shoes of Adidas brand, the Adidas company can take proactive steps in facing competition.

Literature Review
Utilitarian Shopping Value

Utilitarian value is the benefit received by customers when they shop for products or services, which includes aspects of utility, economic value and functional value. Shoppers with a utilitarian orientation are more likely to prioritize product or service evaluations and price comparisons before making purchases that focus on specific tasks and functions [10]. Utilitarian value reflects consumers interest in using a product based on the product's usefulness, characteristics and practical function because of the need that must be met [11]. Utilitarians emphasize the value of expenditures that have benefits related to tasks, reasonable, and efficient in activities [5]. Indicators of utilitarian value, there are:

1. Cost Saving
2. Convenience
3. Affordability
4. Multiple Benefits.

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Hedonic Shopping Value

Hedonic value relates to enjoyment, satisfaction, and pleasure [12]. Hedonic value is also described as the aspect of seeking pleasure from shopping. Hedonic value is the value received by customers based on experience and pleasure [7]. Someone with hedonic consumption traits produces important responses such as multi-sensory, fantasy or imagination, and emotional aspects of the consumer's interaction with the product [13]. Hedonic Value is a value that influences consumers' interest in using a product that is not a basic need but is based more on subjective considerations to fulfil desires, emotional satisfaction and pleasure [11]. Hedonic Shopping Value is a buying activity carried out by consumers to seek pleasure and avoid dissatisfaction with friends and/or family and to seek comfort when shopping [14]. A product has hedonic value if the product looks luxurious, is often advertised and various other things, even though the price is more expensive, consumers are interested in having products with that brand, and there will be brand switching from the first product to another product [5]. In this research, there are indicators according to Subagio (2011) [15],there are:

1. Adventure Shopping, which includes shopping experiences that are challenging, full of sensation and exhilaration
2. Social Shopping, which refers to a person's main goal when they shop, often related to social aspects
3. Gratification Shopping, where the main goal of consumers shopping is to reduce stress or feel happy;
4. Idea Shopping, which emphasizes that shopping can provide knowledge about the latest trends and models
5. Role Shopping, which highlights how the role of shopping can be reflected in a person's happiness and is influenced by certain feelings and situations
6. Value Shopping, where some people shop to look for goods that are quality and valuable to them.

Purchase Decision

Customer satisfaction is the sensation that arises after someone buys or uses a product or service. This occurs when consumers feel that they are getting more benefits from the goods or services they use. Customer satisfaction includes how someone perceives, assesses, and responds psychologically to their experience in using the product or service [16]. The only thing that can measure satisfaction with a product is the consumer who uses or consumes the product [17]. According to Kotler and Keller (2016), customer satisfaction is a customer's perception of happiness or frustration due to a comparison between the performance of a product/service and customer expectations [18]. Customer satisfaction is also a customer's mood/attitude towards a product or service after use. Customer satisfaction is a feeling after purchasing or consuming a product or service, where consumers feel that they get more benefits from the product or service [11].

Repurchase Intention

Repurchase intention is the consumer's desire to repurchase a product, whether it be goods or services, whose benefits and quality have been experienced previously [16]. Consumer attitudes towards a product consist of consumer trust in the brand and brand evaluation, so interest in buying arises from these two stages. Repurchase intention is the intention to repurchase a product two or more times [19]. Repurchase intention refers to a customer's choice of a particular product or service using that product or service [1]. Repurchase intention can also be defined as an individual's readiness to repurchase a product produced or produced by the same company[20]. According to Girsang (2020) [21], Indicators of repurchase intention, there are:

1. Transactional interest
2. Referential Interest
3. Prerefential Interest
4. Explorative interest

Utilitarian Shopping Value and Customer Satisfaction

The utilitarian perspective emphasizes functional thinking centered around products and consumer decision-making processes. Customer satisfaction has become one of the important characteristics that must be focused on. The greater the utility value felt by consumers when making a

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purchase, the higher the satisfaction felt by the consumer. Research by Arrizi et al (2020) [22] explains that the value of utilitarian shopping has a positive and significant influence on customer satisfaction.

Hedonic Shopping Value and Customer Satisfaction

A hedonic lifestyle refers to the way a person lives, spends money, and spends time in pursuit of pleasure. Hedonic values tend to be more related to subjective views and personal preferences than utilitarian values, focusing more on satisfaction and pleasure than on the fulfilment of tasks [7]. Hedonic shopping value has a significant effect on customer satisfaction [23]. Other supporting findings come from research conducted by Evelina et al (2020) [7], concluding that the level of hedonic value in the purchasing process is related to increased levels of customer satisfaction. This shows that the higher the level of hedonic value in the shopping experience, the greater the possibility of increasing customer satisfaction levels.

Utilitarian Shopping Value and Repurchase Intention

When consumers have a positive attitude towards the replica product, it will increase their interest in repurchasing the replica product. Several previous studies were conducted to determine the relationship between utilitarian value and repurchase intention in replica products. In this study, utilitarian shopping value did not have a significant influence on intention to repurchase replica products. this is supported by previous research by Syafita et al (2018) [24] which states that the utilitarian value variable has an insignificant influence on repurchase intention. Research by Rikia & Riptiono (2021) [25] also stated utilitarian value has no significant influence on repurchase intention.

**Hedonic Shopping Value and Repurchase Intention**

Several previous studies were conducted to determine the relationship between hedonic shopping and repurchase intention. A pleasant desire arises from within a person because shopping can relieve fatigue from various daily activities [26]. Repurchase intention is a purchasing activity carried out by consumers after they have made their first purchase of a product or service which is carried out repeatedly over a certain period of time and has a positive attitude towards a product or service, based on past experience [13]. Excessive shopping activities to get pleasure will lead to impulsive repurchase decisions.

Customer Satisfaction and Repurchase Intention

The production of replica products is increasingly in today's society. Strong external factors increase repeat purchases of replica products. Consumer satisfaction or dissatisfaction is a response to the evaluation of the perceived discrepancy between previous expectations and the actual performance of the product that is felt after use [27]. The satisfaction felt from the performance of a product can also make consumers recommend the product to others [28]. Thus, repeated purchases can also be made through other people. According to research conducted by Tufahati et al (2021) [29], the results show that customer satisfaction has a positive influence on repurchase interest.

Conceptual framework

Based on the description above, the research framework can be built as follows:
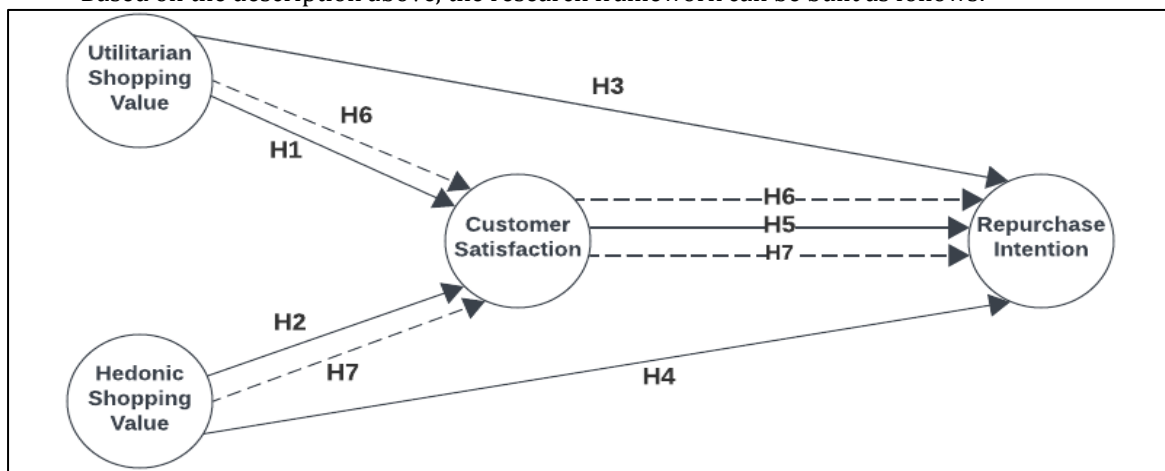
Figure 1. Research Framework

Research Hypothesis

Based on the problem formulation and conceptual framework above, the research hypothesis proposed by the researcher, as follows:

H1: Utilitarian Shopping Value has a significant effect on Customer Satisfaction

H2: Hedonic Shopping Value has a significant effect on Customer Satisfaction

H3: Utilitarian Shopping Value has a significant effect on Repurchase Intention

H4: Hedonic Shopping Value has a significant effect on Repurchase Intention

H5: Customer Satisfaction has a significant effect on Repurchase Intention

H6: Utilitarian Shopping Value has a significant effect on Repurchase Intention which is mediated by Customer Satisfaction

H7: Hedonic Shopping Value has a significant effect on Repurchase Intention which is mediated by Customer Satisfaction.

2. METHOD

This research uses Structural Equation Modeling (SEM) and AMOS 24 statistical tools. This research tests the relationship between the independent variable and the dependent variable to support the hypothesis being developed. The data collection method uses a questionnaire with a Likert scale of 1 to 5 with categories: Strongly agree has a score of 5; Agree has a score of 4; Undecided has a score of 3; Disagree has a score of 2; Strongly disagree has a score of 1. This research describes the relationship between repurchase of replica products through customer satisfaction by consumers and is based on 2 (two) variables, namely utilitarian shopping value and hedonic shopping value. The population of this research is people who have shopped for replica Adidas brand shoes in online and offline stores in Indonesia. The number of samples in this research was 200 respondents. The sampling technique used was purposive sampling with the following criteria: 1) Consumers of replica Adidas shoe products who are at least 21 years old; 2) Have used Adidas brand replica shoes for at least 1 year.

In this research, Structural Equation Modeling (SEM) was used with the AMOS 24 statistical tool to analyze and evaluate the measurement model and structural model of the research construct being built. Evaluation of model fit will be carried out using goodness of fit index parameters such as chi square ($x2$), CMIN/DF, Root Mean Square Error of Approximation (RMSEA), Root Mean Square Residual (RMR), Goodness of Fit Index (GFI), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), Normed Fit Index (NFI). Construct validity will be evaluated by considering the standardized loading factor (SLF) value which must be ≥ 0.50 (Hair et al, 2014: 618), while construct reliability will be evaluated based on the Construct Reliability (CR) and Average Variance Extracted (AVE) values. Next, SEM analysis will be carried out on the structural model to test the research hypothesis that has been built, using the calculated t-value for each coefficient. A hypothesis can be said to have a causal relationship if the t-count value ≥ t-table (1.96) with a significance level α (usually α = 0.05).

3. RESULT AND DISCUSSION

Results

Respondent Characteristics

The analysis of respondent profiles in this survey is based on the following demographics:

Table 1. Characteristics of Respondents

Categories	Items	F	%
Respondent's domicile	Sumatra	43	13.5
	Kalimantan	96	30.2
	Java	140	44
	Sulawesi	20	6.3
	Papua	2	0.6
	Bali and Nusa Tenggara	12	3.8
	Others	5	1.5
Age	Less than 21 years old	61	19.1
	21 to 30 years old	247	77.4
	31 to 40 years old	9	2.8

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Categories	Items	F	%
	40 years and over	2	0.6
Gender	Man	67	21
	Woman	252	79
Last education	Elementary school	0	0
	Middle/junior high school	2	0.6
	High school	195	61.1
	D1/D2/D3/D4	27	8.5
	Bachelor degree	91	28.5
	Postgraduate (S2/S3)	4	1.3
Monthly Income (For those who are already working)	Less than IDR 2 million	35	11
	IDR 2 million to IDR 4 million	61	19.2
	More than IDR 4 million to IDR 6 million	47	14.8
	More than IDR 6 million to IDR 8 million	7	2,2
	More than IDR 8 million to IDR 10 million	3	0.9
	More than IDR 10 million	3	0.9
	Not yet working	162	50.9
Monthly Pocket Money (For those who have not worked)	Less than IDR 1 million	90	28.2
	IDR 1 million to IDR 1.5 million	74	23.2
	More than IDR 1.5 million to IDR 2 million	35	11
	More than IDR 2 million to IDR 2.5 million	3	0.9
	More than IDR 2.5 million	4	1.4
	Already working	113	35.4

Based on the table above, there are 140 respondents who live in Java and there are 252 female respondents, representing 79 percent of the total population who have purchased replica shoes of Adidas brand. In addition, there are a total of 247 people who fall into the age range of 21 to 30 years, which represents 77.4 percent of the total population. Respondents with the highest average education level were those at the high school/high school level. There were 195 respondents at this level, namely 61.1 percent. percent. With a total of 162 people or 50.9 percent, respondents who had not worked and 113 people or 35.4 percent who had worked. Respondents who have no income on average have monthly pocket money of less than 1 million rupiah, which is around 28.2 percent.

Based on the results of respondents' responses to consumption behavior, information was obtained that the majority of respondents were also customers of other brands of replica shoes (69.9%), other brands of replica shoes that were widely used were Nike (59%), Converse (39.6%), and Vans (32.4%). The main reason for buying replica shoes from other brands tends to be because the product price is cheaper.

Measurement Models

The related results presented are as follows:

Table 2. Measurement Model Results

	Items	SLF	CR	AVE
Utilitarian Shopping Value	By buying replica Adidas brand shoes, I can save costs	0.866	0.936	0.781
	I feel comfortable wearing replica Adidas brand shoes	0.877		
	I have no difficulty buying and getting replica Adidas brand shoes	0.870		
	Adidas brand replica products have better durability	0.921		
Hedonic Shopping Value	Buying replica Adidas brand shoes makes me feel more enthusiastic	0.935	0.953	0.873
	Buying replica Adidas brand shoes makes me feel like I	0.946		

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	Items	SLF	CR	AVE
	belong to a specific community			
	Buying replica Adidas brand products keeps me updated with trends	0.933		
	I like to look for discounts when shopping for replica Adidas brand shoes	0.924		
Customer Satisfaction	I feel happy wearing replica Adidas brand shoes	0.907	0.947	0.827
	My experience so far using replica Adidas brand shoes has met my expectations	0.899		
	I feel satisfied while wearing replica Adidas brand shoes	0.909		
Repurchase Intention	I want to buy replica Adidas brand shoes in the future	0.909	0.937	0.819
	I would recommend replica Adidas brand shoes to other people	0.898		
	I prefer to buy replica shoes from the Adidas brand compared to other famous shoe brands	0.925		
	I am interested in continuing to collect information on replica Adidas brand shoes from various sources	0.907		

Based on Table 2, the results of the validity and reliability tests show that the indicators of the model built meet the valid and reliable criteria. Existing indicators have standardized stress factor (SLF) values above 0.50. This indicates that all metrics are valid andadequate to measure the composition of the overall model produced. The Construct Reliability (CR) test value is more than 0.70. This indicates that all instruments are reliable and can consistently measure structure throughout the models built.

Table 3. Goodness of Fit Index

Goodness of Fit Index	Cut off Value	Results
χ^2	Expected to be low	274,018
Df		0.85
χ^2- Significance Probability	≥0.05	0,000
CMIN/DF	≤3.00	3,224
RMSEA	≤0.08	0.106
RMR	≤0.05	0.406
NFI	≥0.90	0.932
IFI	≥0.90	0.952
TLI	≥0.90	0.941
CFI	≥0.90	0.952

The model suitability test (model fit test) shown in Table 3 shows that the model suitability requirements are accepted, and suitability can be stated. Five measurements showed good agreement. If there are 3-4 measurements with a good level of agreement or above the cut-off value, then the research model configuration can be declared adequate and accepted.
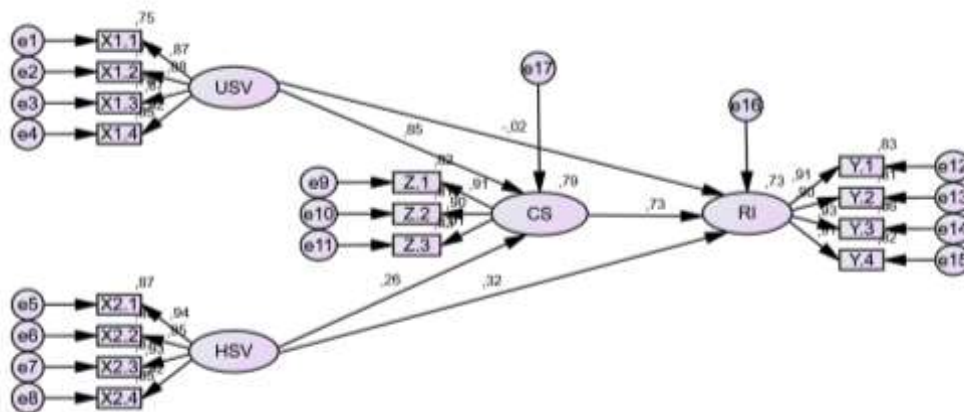
Figure 2. Full Model Testing

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Hypothesis Testing

The results of the causal relationship test between variables in the structure of this research are as follows:

Table 4. Hypothesis Testing

Hypothesis	Path	Estimate	S.E	CR	P
H1	*Utilitarian_Shopping_Value->Customer_Satisfaction*	0.785	0.063	12,429	***
H2	*Hedonic_Shopping_Value->Customer_Satisfaction*	0.221	0.051	4,311	***
H3	*Utilitarian_Shopping_Value->Repurchase_Intention*	-0.023	0.124	-0.189	0.850
H4	*Hedonic_Shopping_Value->Repurchase_Intention*	0.283	0.061	4,616	***
H5	*Customer_Satisfaction->Repurchase_Intention*	0.770	0.129	5,959	***

Based on information from table 4.4, it is known that utilitarian shopping value has a significant influence on customer satisfaction. The t-value and p-value support the proof of the hypothesis. The calculated t value for the utilitarian shopping value and customer satisfaction variables is 12,429, indicating a more significant gain than the t table value of 1.96. Likewise, the p-value shows a number smaller than 0.05 (α = 0.05). The results of the second hypothesis are also accepted. Hedonic shopping value has a significant positive impact on customer satisfaction. The calculated t value for the variables hedonic shopping value and customer satisfaction is 4.311, indicating a value greater than the t table value of 1.96. Likewise, the p-value shows a number smaller than 0.05. For the third hypothesis, utilitarian shopping value has an insignificant impact on repurchase intention. The t-calculated value of the variables utilitarian shopping value and repurchase intention reached -0.189. This shows that the value obtained is less than the t-table value of 1.96. Likewise, if the p-value is greater than 0.05 (α = 0.05). The fourth hypothesis can be accepted. Hedonic shopping value has a significant effect on repurchase intention. The calculated t value for the hedonic shopping value and repurchase intention variables is 4.616, indicating a value that is greater than the t table value of 1.96. Likewise, the p-value shows a number smaller than 0.05. Then the fifth hypothesis also shows that customer satisfaction has a positive or significant effect on repurchase intention. The calculated t value for the variables customer satisfaction and repurchase intention is 5.959, indicating a value greater than the t table value of 1.96. Likewise, the p-value shows a number smaller than 0.05.

To confirm the indirect influence on the influence of the inherent mediating variables, we present table 5 obtained from the results of the sobel test. The indirect impact of the mediating variables is presented in table 5. which contains the results of the sobel test.

Table 5. Sobel Test – Significance of Mediation

	Sobel test statistics	Two-tailed probability
Utilitarian_Shopping_Value --> Customer_Satisfaction--> Repurchase_Intention	5.38	0.0007
Hedonic_Shopping_Value --> Customer_Satisfaction--> Repurchase_Intention	3.50	0.004

Based on the Sobel test results in Table 5, the sixth hypothesis obtained a Sobel test statistical value of 5.38 with a p-value of 0.00007. The statistical value of the Sobel test is greater than the t-table value of 1.96. Likewise, the p-value is smaller than 0.05 (α = 0.05). These results show the direct influence of utilitarian shopping value on repurchase intention through Customer Satisfaction. Next are the results of the seventh hypothesis, where the statistical value of the Sobel test is 3.50 with a p-value of 0.004. The statistical value of the Sobel test is greater than the t-table value of 1.96 and the p-value is smaller than 0.05 (α = 0.05). This shows that there is a direct influence of hedonic shopping value on repurchase intention through customer satisfaction.

4. CONCLUSION

Counterfeiting is an activity of illegally imitating or producing original goods that already have a brand. Purchasing replica products has become a global problem in developed and developing countries. Many previous studies have revealed that various factors influence the intention to purchase

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counterfeit products. However, the contribution of this research is on repurchase intention. This study examines the repurchase of replica products, namely Adidas brand replica shoes and the respondents selected in this study are customers who have past experience in purchasing Adidas brand replica shoes. It is important to know the factors that influence interest in repurchasing replica products. Factors that influence repurchase intention include utilitarian shopping value and hedonic shopping value. The government needs to increase product and trademark regulations to reduce counterfeit products' circulation. Additionally, authorities must collaborate with other stakeholders, such as consumer agencies and industry, to gather the data and resources needed to address replica products.

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