

Examining the Impact of Value Perception (e.g., Hedonic, and Conditional Value) on Consumers' Behavioural Intentions: The Mediating Effect of Customer Satisfaction

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Abstract

This study's aim is to analyze the effect of Hedonic Value and Conditional Value on Behavioral Intentions mediated by Customer Satisfaction. The sample used is 160 respondents participating in the convenience survey method. Analysis of Moment Structure (AMOS) is employed to analyze the data to determine direct effects, while indirect effects are analyzed by Sobel's Test. Finding indicates that hedonic and conditional values affect customer satisfaction, and it's subsequently on behavioral intentions accordingly. However, customer satisfaction has not been shown to play a role as mediator among both relationships of hedonic and conditional values on behavioral intentions of smartphone customers. Implication in this case, hedonic and conditional values may be the significant variables to be considered to provide customer satisfaction, and form it's behavioral intention.

Keywords: Hedonic Value, Conditional Value, Customer Satisfaction, Behavioral Intentions

Introduction

In recent years, the global smartphone industry has become increasingly competitive, with leading brands such as Apple, Samsung, and Huawei securing strong market positions through premium branding, product innovation, and customer loyalty strategies. As the market becomes more saturated, understanding the factors that drive consumer behavioural intentions—particularly repurchase and recommendation—has become essential for developing effective marketing approaches (Kim & Hall, 2019).

Among the psychological and experiential factors influencing consumer behaviour, hedonic value—the enjoyment and pleasure derived from using a product—has been identified as a significant driver of decision-making, particularly for high-involvement products like smartphones (Lin & Wang, 2006). Similarly, conditional value, or the perceived

worth of a product in specific situations such as promotions or limited-time offers, also shapes consumer intentions (Sweeney & Soutar, 2001).

While existing literature acknowledges the importance of these value dimensions, many studies have treated them in isolation, often overlooking the role of customer satisfaction as a mediating variable. As suggested by Jaleel et al. (2021), satisfaction plays a crucial role in bridging the gap between perceived value and future consumer behaviour, offering a more comprehensive understanding of how value perceptions translate into loyalty and advocacy.

Despite these insights, there remains a limited body of research examining these relationships within the context of emerging markets or among younger, digitally native consumers—a demographic increasingly influential in the premium smartphone segment. To address this gap, the present study investigates the effects of hedonic and conditional value on behavioural intentions, with customer satisfaction as a mediating factor. By doing so, the study aims to contribute both theoretically and practically to the development of experience-based marketing strategies tailored to dynamic consumer segments.

Research Gap

Despite a growing body of literature exploring consumer behavioural intention, especially in the context of high-involvement technology products, i.e. smartphones, several important research gaps remain unaddressed.

1. Limited Integration of Value Types

Many prior studies have examined either hedonic value or conditional value in isolation when analysing consumer behaviour (Ardane et al., 2021; Chiu et al., 2020). However, few have incorporated both dimensions simultaneously within a unified model, particularly in assessing their combined effect on behavioural intention.

2. Underexplored Mediating Role of Customer Satisfaction

Although customer satisfaction has been frequently studied as an outcome variable, its mediating role between perceived value and behavioural intention remains underexplored (Jaleel et al., 2021). This may leave a gap in understanding the psychological mechanism through which value perceptions translate into behavioural intention.

3. Context-Specific Studies Are Lacking

Much of the existing research has focused on general or multi-brand settings. Research specific to smartphone users—a premium and highly brand-loyal customer segment—is still scarce (Kim & Hall, 2019). Moreover, there is limited evidence from emerging markets, such as Indonesia, especially in Aceh Province, where cultural and economic factors may affect value perception and satisfaction differently.

4. Lack of Recent Empirical Evidence Post-Pandemic

Consumer behaviour, especially in technology adoption and usage, has shifted significantly since the COVID-19 pandemic. However, limited recent empirical studies reflect these changes in post-pandemic consumer priorities, such as increased emotional and situational dependencies on digital devices (Nguyen et al., 2023).

Despite the premium positioning of smartphones, there remains a limited understanding of how specific perceived values—such as hedonic and conditional value— influence customer behavioural intention, particularly when mediated by customer satisfaction.

The novelty of this study lies in its integrated model examining hedonic and conditional value as distinct predictors of behavioural intention, with customer satisfaction as a mediator—an area underexplored in the context of premium smartphones in emerging markets. Unlike studies focused on utilitarian value, this research highlights emotional and contextual factors, offering fresh insight into non-functional drivers of consumer behavior. It also contributes to the social science field by enriching value-based consumer decision theories and providing a more holistic understanding of satisfaction-driven behaviors in digital consumption.

Literature Review

Behavioral Intention

Behavioral intention refers to a consumer's subjective probability or willingness to perform a specific behavior, such as purchasing, recommending, or reusing a product or service. Ajzen (2020) emphasized behavioral intention as the most immediate predictor of behavior, derived from an individual's attitudes, norms, and perceived control, consistent with the Theory of Planned Behavior.

It is in line with Tang et al. (2023) who defined behavioral intention in digital contexts as a consumer's planned future actions based on their perception of value and experience, particularly in technology adoption and brand loyalty as an it's behavioral.

Indicators of Behavioral Intention (based on Fishbein & Ajzen, 2010; extended in Fishman & Mandell, 2020) are consisted of: Intention to use/purchase; Likelihood/probability; Plan to act; Recommendation/referral intention; and Repeat intention/reuse

Meanwhile, Sadiq et al (2025) et al. noted behavioral intention as a reflection of customer motivation to act, strongly influenced by their emotional responses and perceived benefits or context-specific values (e.g. hedonic and conditional value).

In terms of hedonic value, which captures emotional pleasure and enjoyment, has been shown to significantly shape consumers' intention to repurchase or remain loyal, particularly in luxury or lifestyle products (Chitturi et al., 2020).

On the other hand, conditional value, referring to the perceived utility gained in specific contexts (e.g., discounts, social influence, urgency), also affects behavioral intentions when such external circumstances enhance product desirability (Sheth et al., 1991).

Furhtermore, several studies have confirmed that customer satisfaction plays a mediating role between perceived value and behavioral intention (Ryu & Han, 2019). Satisfied consumers are more likely to repurchase or recommend a brand as reflection of behavioural intention.

Together, these three constructs explained above contribute to understanding why consumers form intentions to engage with a brand, especially in high-involvement and premium product categories like smartphones.

Customer Satisfaction

Customer Satisfaction refers to a consumer's overall evaluation of their experience with a product or service, based on whether expectations are met or exceeded.

Kotler & Keller (2016) define customer satisfaction as "a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to their expectations." This implies that satisfaction results from the comparison between expectations and actual experience.

It's consistent with Oliver (2015) who describes customer satisfaction as "a psychological state resulting from a confirmed or disconfirmed expectation regarding a consumption experience." According to Oliver, it is not just an outcome but a key driver of long-term consumer attitudes and behavior. When customers are satisfied, they are more likely to repurchase, recommend, and even show loyalty despite alternatives the brand. Thus, increasing customer satisfaction is essential for companies aiming to influence consumers' future actions positively.

Additionally, studies such as Ryu et al. (2012) and Zhao et al. (2021) confirm that customer satisfaction strengthens the relationship between perceived value (e.g., hedonic or conditional) and behavioral intention. Therefore, customer satisfaction plays a significant mediating role in forming behavioral intention.

Based on Ryu et al. (2012), and Zhao et al. (2021), Customer Satisfaction is typically operationalized through several key indicators that reflect a customer's overall evaluation and emotional response after using a product or service. Customer Satisfaction Indicators adapted from Ryu et al (2012), and Zhao et al. (2021) are: Overall Satisfaction - The general level of satisfaction the customer feels after using the product/service; Expectation Confirmation - The extent to which the product/service meets or exceeds customer expectations; Performance Evaluation - The customer's assessment of how well the product or service performs its intended function; Repurchase Intention - The likelihood that a satisfied customer will buy the product/service again; Recommendation Likelihood - The customer's willingness to recommend the product/service to others based on their satisfaction.

Hedonic Value

Choi & Kandampully (2019) define hedonic value as "the experiential and emotional benefits derived from consuming a product or service, including enjoyment, pleasure, and excitement, beyond functional utility."

It is also consistent with García-Fernández et al. (2020) stating that hedonic value refers to the "consumer's perceived fun and pleasure derived from using a product or service, which enhances emotional engagement and satisfaction."

Both studies confirm that hedonic value significantly enhances customer satisfaction by fulfilling emotional and psychological desires, which are increasingly important in competitive markets. It's subsequently, the emotional gratification from hedonic value creates positive post-purchase experiences, and directly influencing behavioral intention.

In detail, indicators of Hedonic Value adapted from Kaur et al. (2020); and Yaprak & COBAN (2023) consisted of Enjoyment – The extent to which using the smartphone is fun and pleasurable; Aesthetic Appeal – The visual and design satisfaction derived from the product; Emotional Attachment – Feelings of happiness or emotional satisfaction when using the product; Social Expression – The ability of the product to reflect personal style or status; Entertainment – Access to multimedia, games, and leisure functionalities.

Conditional Value

According to Sheth et al. (1991), conditional value as "the utility derived from a product or service in a specific situation or context, such as time pressure, seasonal demand, or promotional offers."

Similarly, Hapsari et al. (2021) define conditional value as "a customer's perceived benefit that arises from specific situational factors or external conditions influencing the purchase or usage of a product." Thus, conditional value enhances customer satisfaction when products/services meet contextual needs (e.g., discounts, limited-time offers, emergencies). Consumers feel their unique circumstances are acknowledged, increasing satisfaction.

Moreover, when conditional value is high (e.g., a good deal during peak need), it positively influences behavioral intention such as repurchase and recommendation, as the customer perceives value under that condition.

Conditional value is one of the dimensions in the Theory of Consumption Values (Sheth et al., 1991), and has been refined in later studies. Common Indicators of Conditional Value adapted from Lin & Wang (2006); and Bryan et al. (2023) are: Promotional Value; Situational Suitability; Time-Sensitive Benefits; Occasion-Driven Use; and Availability Influence.

Based upon the above picture and its justification, the following is a research framework development that can describe the effect of hedonic and conditional value of behaviour intention through customer satisfaction as mediating variable.

Hypotheses Development

The Effect of Hedonic Value on Customer Satisfaction

Hedonic Value refers to the emotional, experiential, and sensory enjoyment that a customer derives from using a product or service. In contrast to utilitarian value, which is task-oriented, hedonic value emphasizes pleasure, excitement, and emotional gratification in consumption experiences.

Recent empirical studies in the last seven years have shown that Hedonic Value significantly influences Customer Satisfaction, particularly in contexts involving personal

electronics, e-commerce, mobile apps, gaming, and leisure services. When users perceive high hedonic value—such as fun, enjoyment, and escapism—they are more likely to evaluate their experiences positively, thus enhancing overall satisfaction.

In detail, Yaprak & COBAN (2023) found that hedonic value mediates the relationship between online engagement and customer satisfaction, highlighting its essential role in emotional fulfillment in smartphone use. Kim & Hall (2019) revealed that hedonic motivations such as enjoyment and novelty positively impact satisfaction in experiential consumption like food tourism, confirming the link between emotional value and satisfaction. Ardane et al. (2021) demonstrated that hedonic value exerts a stronger effect on satisfaction than utilitarian value in online shopping platforms. Widagdo & Roz (2021) showed that consumers who experience hedonic pleasure while shopping are more satisfied and likely to repurchase.

The findings from contemporary studies above suggest that Hedonic Value plays a significant and positive role in shaping Customer Satisfaction. Consumers are increasingly driven by emotional and experiential aspects of consumption, especially in competitive, digital, and service-based markets. For brands aiming to build customer loyalty and satisfaction, enhancing the hedonic aspects—such as personalization, entertainment, or enjoyment—should be a strategic priority. Therefore, it may be proposed hypothesis as:
Ha1: Hedonic Value has a positive and significant effect on Customer Satisfaction.

The Effect of Hedonic Value on Customer Satisfaction

According to Hapsari et al. (2021), conditional value refers to the perceived utility derived from a specific situation or set of circumstances that enhances the value of a product or service. In the context of digital and retail services, customers often assess satisfaction not only based on product features but also on the conditions under which the product is used—such as promotional timing, convenience, availability, or environmental context.

Several recent studies (Hapsari et al., 2021; and Lin., et al. 2020) support the idea that Conditional Value has a positive and significant effect on Customer Satisfaction. When consumers perceive that the contextual advantages (like special offers, limited-time discounts, or exclusive benefits) align with their needs or expectations, their satisfaction levels tend to increase. This is especially relevant in e-commerce and service platforms where purchasing decisions are highly influenced by external conditions. For example, a user may feel more satisfied when a product is purchased during a flash sale or with added services like free shipping or same-day delivery. These contextual benefits enhance the perceived overall value and lead to greater customer satisfaction.

Based upon the above premise, Conditional Value—particularly driven by time-limited, situational, or location-specific benefits—positively and significantly influences Customer Satisfaction. Businesses that effectively manage and communicate contextual advantages can enhance user experience and foster stronger satisfaction. Therefore, hypothesis may be proposed as:

Ha2: Conditional Value has a positive and significant effect on Customer Satisfaction.

The Effect of Hedonic Value on Behavioral Intention

Hedonic value refers to the emotional or experiential enjoyment a user gains from using a product. In the smartphone market, hedonic features such as sleek design, entertainment apps, camera quality, and interface aesthetics are critical motivators beyond just utilitarian functions.

In a study conducted by Yaprak & COBAN (2023) on smartphone users in South Africa found that hedonic value significantly influences behavioral intention to purchase and continue using high-end smartphones. Emotional enjoyment, self-expression, and social status linked to hedonic consumption enhanced loyalty and intention to upgrade devices.

Rationally, the youth segment prioritizes emotional appeal and aesthetic satisfaction, making hedonic value a strong predictor of future purchase intention as mentioned by Yaprak & COBAN (2023).

It similar with Kaur et al, (2020) in a cross-national study discovered that hedonic value directly and positively affects users' behavioral intention to adopt mobile apps and smartphone technologies. Users driven by excitement and enjoyment showed higher intention to reuse and recommend apps. Thus, emotional satisfaction becomes a key differentiator when utility features become standardized across brands.

Based upon across recent studies as mentioned above, hedonic value consistently emerges as a strong antecedent of behavioral intention in the smartphone domain. As emotional satisfaction from smartphone use—such as enjoyment, social identity, and pleasure—continues to grow in importance, marketers must emphasize hedonic aspects to drive behaviour intention.

In summary, high scores in hedonic value indicators tend to result in high scores in behavioral intention indicators, demonstrating a positive and significant relationship, as evidenced in multiple empirical studies. Therefore, it may develop hypothesis as:

Ha3: Hedonic Value has a positive and significant effect on Behavioral Intention.

The Effect of Effect Conditional Value on Behavioral Intention

Conditional Value refers to the perceived utility of a product or service in a specific situation or context. This may include time-based offers, seasonal events, social settings, or environmental circumstances that temporarily increase the perceived value (Zhao et al., 2021).

In consumer behavior theory, especially as expanded from the Theory of Consumption Values (Sheth et al., 1991), Conditional Value significantly influences Behavioral Intention, particularly in digital and mobile commerce contexts. When the perceived value increases due to a condition, such as a flash sale, urgency, or contextual relevance, consumers are more likely to make a purchase decision or engage with the brand.

Recent research shows (Zhao et al., 2021; Lin & Wang, 2006; and Kim & Hall, 2019) that Conditional Value positively and significantly influences Behavioral Intention, especially in e-commerce, mobile app usage, travel services, and retail promotions.

The literature strongly supports that Conditional Value significantly enhances Behavioral Intention, especially in time-sensitive, promotion-driven, or context-specific situations. Businesses that leverage situational offers, exclusivity, and urgency effectively can drive higher consumer engagement, satisfaction, and conversions. Therefore, according to the above premise, it may be derived hypothesis as follows:

H4: Conditional Value has a positive and significant effect on Behavioral Intention.

The Effect of Effect Customer Satisfaction on Behavioral Intention

Zhou et al., (2021) justify that customer satisfaction refers to a consumer's overall evaluation of the experience with a product or service, based on whether expectations are met or exceeded. It is a critical post-purchase evaluation that significantly influences consumers' future behavioral outcomes such as repeat purchases, loyalty, and word-of-mouth intentions.

A robust body of empirical research (Zhou et al., 2021; Abdella et al., 2024; and Ali et al., 2018) has consistently demonstrated that Customer Satisfaction has a positive and significant effect on Behavioral Intention. Satisfied customers are more likely to exhibit favorable behavioral responses, such as the intention to repurchase, recommend, or maintain a long-term relationship with a brand or service provider. These studies confirm that Customer Satisfaction plays a direct role in influencing Behavioral Intention across various consumer contexts. Enhancing satisfaction can increase behavioral intentions, making it a strategic focus for sustainable marketing and customer relationship management.

It is rational to justify that the cognitive-affective evaluation of satisfaction strengthens consumer confidence and trust, which in turn drives their behavioral intentions. This relationship is particularly evident in online retail, smartphone usage, and service industries where customer experience plays a dominant role in shaping future behavior. Thus, the greater the customer satisfaction, the greater the behavioural intention will occur that it may propose hypothesis as:

Ha5: Customer Satisfaction has a positive and significant effect on Behavioral Intention.

The Indirect Effect of Hedonic Value on Behavioral Intention Mediated by Customer Satisfaction

In recent consumer behavior research conducted by Zhou et al. (2021); and Abdella et al. (2024), Hedonic Value—defined as the fun, pleasure, and emotional enjoyment derived from consumption experiences—has been shown to positively influence Behavioral Intention. However, this influence often operates indirectly through the mediating role of Customer Satisfaction (Zhao et al., 2021). In other words, the enjoyment or emotional gratification a customer receives from a product (especially in experiential consumption such as mobile apps, e-commerce, or entertainment services) enhances their satisfaction, which in turn strengthens their intention to repurchase, recommend, or continue usage.

The mediating role of Customer Satisfaction has been empirically tested and supported in various industries (Abdella et al., 2024). This indirect pathway highlights the importance of not only delivering emotionally rewarding experiences (hedonic value) but also ensuring those experiences translate into customer contentment to build sustainable consumer behaviour (Chen & Lin, 2022).

These above findings emphasize that hedonic experiences alone are not sufficient to generate lasting behavioral commitment. Customer satisfaction is the crucial affective response that transforms enjoyable experiences into long-term behavioral outcomes. This indirect effect model contributes to both theoretical development and managerial practice by showing how satisfaction bridges the emotional aspects of consumption and future customer actions. Thus, proposed hypothesis is:

Ha6: Customer Satisfaction mediates the relationship between Hedonic Value and Behavioral Intention.

The Indirect Effect of Conditioning Value on Behavioral Intention Mediated by Customer Satisfaction

Conditional value refers to the perceived utility or benefit of a product or service that is derived from specific situations or external circumstances, such as discounts, promotions, or availability in certain contexts (Sweeney & Soutar, 2001; Lin & Wang, 2006). In digital and highly dynamic markets, conditional value has increasingly influenced consumers' intentions to engage with brands or make purchase decisions.

Recent studies suggest that Conditional Value alone may not directly shape Behavioral Intention without the presence of an emotional or cognitive evaluation of the experience, which is typically captured by Customer Satisfaction (Yeo et al., 2017). When consumers perceive situational benefits (e.g., time-limited offers, free delivery, or bundled packages), they evaluate these offers based on how much satisfaction they derive from them. This satisfaction then becomes a psychological bridge that leads to a stronger Behavioral Intention, such as repeat purchases, positive word-of-mouth, or brand loyalty (Rahman et al., 2022).

Thus, Customer Satisfaction mediates the relationship between Conditional Value and Behavioral Intention, meaning the perceived situational benefits influence satisfaction first, which in turn influences the behavioral outcome. This aligns with the expectancy-disconfirmation theory, where customer satisfaction serves as a critical cognitive-emotional outcome of perceived value that determines future behavior (Oliver, 2014; Abdullah & Junianingrum, 2024).). Therefore, according to the above premise, hypothesis that may be underlined is:

Ha7: Customer Satisfaction mediates the relationship between Conditional Value and Behavioral Intention.

Theoretical Framework of Study

Based upon the picture above, this study may generate the following model:

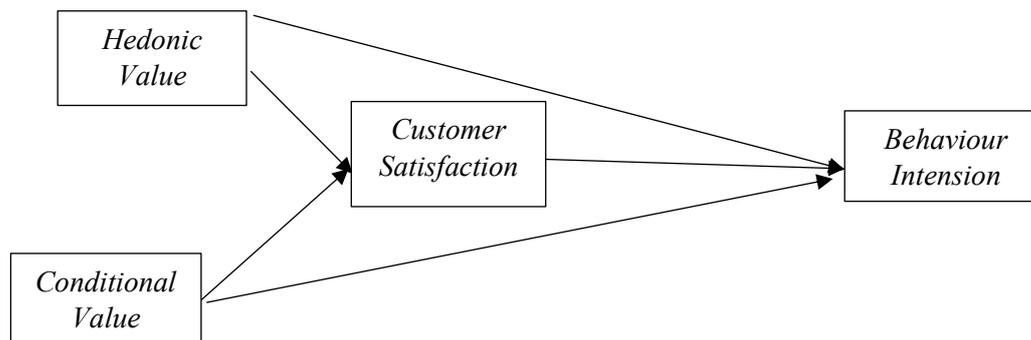


Figure 1. Theoretical Framework of This Study

Research Method

Research Location, Population and Sample

The research is conducted in Aceh Province, Indonesia. The population of this study is all user smartphone.

The sampling technique utilised in this study is non probability sampling and convenience sampling is utilized as sampling method. Thus, total sample of this study are 160 respondents. This total number is as suggested by Hair et al. (2013) where 20 indicators of these study variables multiple by 5 – 10. It selects 8 as a multiplier; therefore, 160 respondents are sufficient number accordingly.

Data Analysis

To examine the impact of Value Perception—specifically Hedonic Value and Conditional Value—on Consumers' Behavioral Intentions with Customer Satisfaction as a mediating variable, this study employed Structural Equation Modeling (SEM) using the AMOS software (Analysis of Moment Structures).

SEM-AMOS is a robust multivariate analysis technique that enables researchers to assess the structural relationships between latent constructs and their observed indicators. It integrates both confirmatory factor analysis (CFA) and path analysis, making it particularly suitable for testing complex mediation models (Hair et al., 2013).

According to Hair et al., 2013, steps in the Analysis is as the following picture:

1. Measurement Model (Confirmatory Factor Analysis - CFA):

- First, CFA was performed to validate the measurement model and ensure construct validity (convergent and discriminant validity).
- Fit indices such as $\chi^2/df \leq 3.0$, GFI, CFI, TLI ≥ 0.90 and RMSEA ≤ 0.08 are evaluated to determine the model's goodness of fit.
- Convergent validity was assessed using factor loadings (>0.6), Average Variance Extracted (AVE > 0.5)

2. Structural Model Analysis:

- The structural model was specified to test hypothesized relationships.
- The standardized path coefficients (β), p-values, and R^2 values were reported to interpret the strength and significance of relationships.

The use of SEM-AMOS provided a comprehensive assessment of both measurement and structural models (Byrne, 2016), offering strong support for the mediating role of Customer Satisfaction in the relationship between Value Perception (Hedonic and Conditional) and Behavioral Intention. The model also allowed for the simultaneous testing of multiple hypotheses, strengthening the reliability and generalizability of the findings.

The Sobel test is a statistical method used to determine whether a mediating variable significantly carries the effect of an independent variable (X) on a dependent variable (Y) as justified by Sobel (1982). Additionally, Hayes (2013) suggest in mediation analysis, the indirect effect (X → M → Y) is assessed by testing whether the product of the coefficients (a × b) is significantly different from zero, where:

- a is the regression coefficient between the independent variable and the mediator
- b is the regression coefficient between the mediator and the dependent variable

The Sobel test calculates the standard error of this indirect effect and applies a z-test to assess its significance.

Sobel z formula:

$$z = (a \times b) / \sqrt{(b^2 \times SEa^2 + a^2 \times SEb^2)}$$

Where SEa and SEb are the standard errors of coefficients a and b.

Research Finding and Discussion

Confirmatory Factor Analysis with Measurement Model

According to Ferdinand (2014), there are various fit indices and cut-off values. The measurement model is a component of the SEM model that shows the relationship between latent variables and their indicators. This model is shown in the following figure:

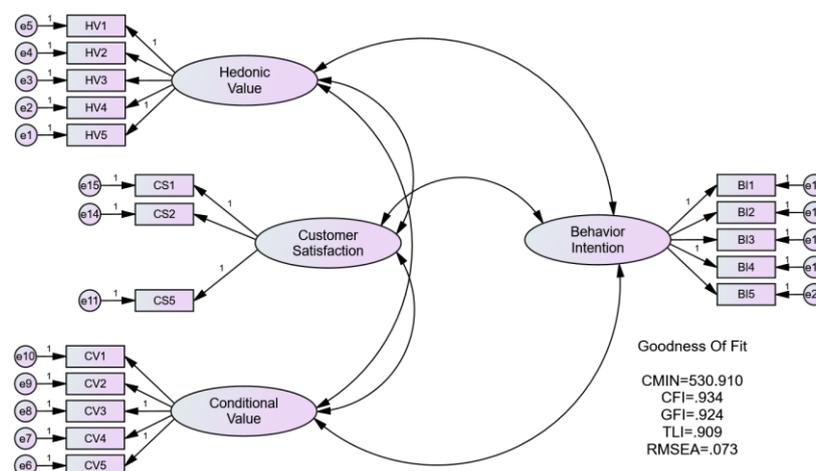


Figure 2. Measurement Model

Source: Output AMOS (2025)

The results of the model measurement analysis show that the chi-square value = 530.910 is considered good, In addition, the RMSEA value = 0.073, GFI = 0.924, TLI = 0.909, AGFI = 0.945, and CFI = 0.934 meet the requirements and indicate suitability. Therefore, the

output of this model can be used as a finding or research finding on how indicators relate to each construct.

Structural Equation Modelling (SEM): Full-Structural Analysis

Structural Equation Model (SEM) analysis is conducted after analyzing the indicators forming the latent variables, which are tested using confirmatory factor analysis. The overall data processing results for SEM analysis are evaluated through goodness-of-fit tests and statistical tests, as shown in Figure 3 below:

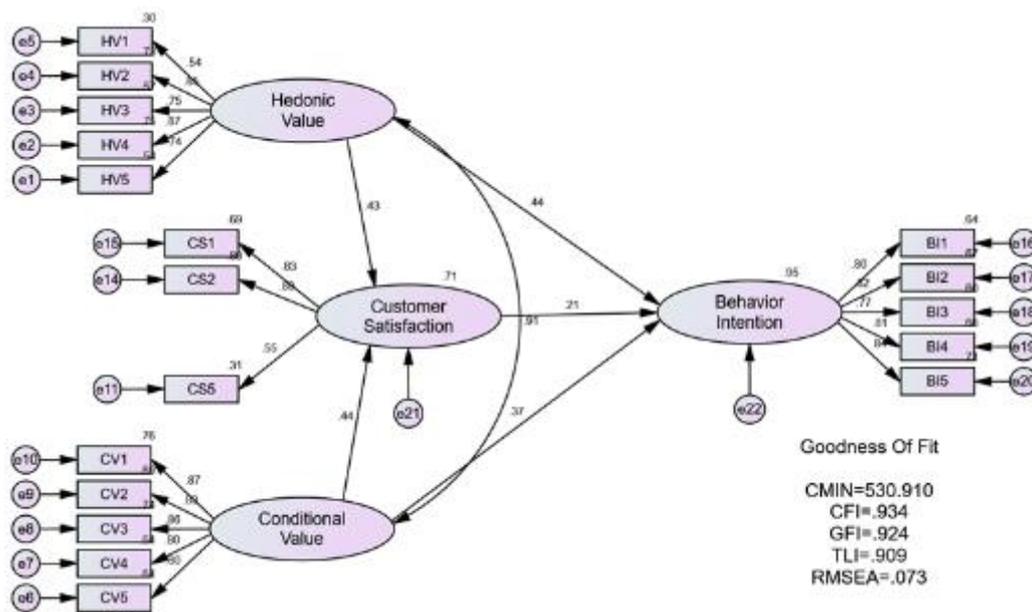


Figure 5 Full-Structural Equation Model
Source: Output AMOS (2025)

The above analysis produces the following results: the overall model fit test using the 2 (chi-square) test shows a value of 530.910, as shown in the table above and a CMIN/DF of 1.992 with a p-value reaching 0.000. In the model above, it can be seen that the GFI value (0.924), as well as the TLI value (0.909) and CFI (0.934) have met the Goodness of Fit Test criteria, where these values are in accordance with the cutting limit.

The results of Amos's test on the complete model for hypothesis testing after fulfilling SEM assumptions can be seen more clearly in the following table:

Table 1
Hypothesis Testing Results

	Estimate	S.E.	C.R.	P	Label
Customer_Satisfaction <--- Hedonic_Value	.425	.225	2.043	.041	par_11
Customer_Satisfaction <--- Conditional_Value	.438	.164	2.166	.030	par_13
Behavior_Intention <--- Hedonic_Value	.436	.182	3.043	.002	par_12
Behavior_Intention <--- Conditional_Value	.371	.133	2.679	.007	par_14
Behavior_Intention <--- Customer_Satisfaction	.209	.109	2.254	.024	par_15

Source: Output AMOS (2025)

Referring to the above table; thus, further analysis can be presented as follows:

The Influence of Hedonic Value on Customer Satisfaction

Hedonic value also influences customer satisfaction, with a correlation coefficient of 0.425 and a significance level of 0.041, which is less than 0.05. The C.R. value is 2.043, which is greater than 1.96. Therefore, Ha1 is not rejected, indicating that hedonic value impacts customer satisfaction among smartphone users in Aceh Province.

The Influence of Conditional Value on Customer Satisfaction

The results show that conditional value influences customer satisfaction. This is evidenced by a regression coefficient of 0.438, a significance level of 0.030, which is less than the significance level (α) of 0.05, and a C.R. value of 2.166, which is greater than 1.96. Therefore, Ha2 is not rejected. These findings indicate that conditional value impacts customer satisfaction among smartphone users in Aceh Province.

The Effect of Hedonic Value on Behavioral Intention

Hedonic value influences behavioral intention, with a regression coefficient of 0.436 and a significance level of 0.002, which is lower than the 0.05 significance level (α). The CR value is 3.043, which is greater than 1.96. Therefore, Ha3 is not rejected. This finding indicates that hedonic value impacts the behavioral intention of smartphone customers in Aceh Province.

The Effect of Conditional Value on Behavioral Intention

Referring to an estimated value of 0.371 and a significance level of 0.007, this is lower than the specified significance level (α) of 0.05, and the CR is 2.679, which is greater than 1.96, indicating that conditional value has a positive and significant effect on behavioral intention. Therefore, Ha4 is not rejected. In other words, behavioral intention for smartphone products in Aceh Province is influenced by conditional value respectively.

The Influence of Customer Satisfaction on Behavioral Intention

Customer satisfaction influences behavioral intention, as indicated by a regression coefficient of 0.209 and a significance level of 0.024, which is less than 0.05 (the required significance level). Furthermore, the CR value is 2.254, which is greater than 1.96. Therefore, Ha5 is not rejected. These results indicate that customer satisfaction impacts the behavioral intention of smartphone customers in Aceh Province.

Mediation Effect of Hypothesis Testing

The Sobel test is utilized to calculate the p-value for the indirect influence of hedonic value on behavioral intentions through customer satisfaction as a mediator. The results are as follows:

Table 2

Indirect Effect of Relationship Hedonic Value on Behavioral Intention Mediated by Customer Satisfaction

Input:		Test statistic:	Std. Error:	p-value:
a	0.425	Sobel test: 1.34562387	0.06601027	0.17842385
b	0.209	Aroian test: 1.26137879	0.07041897	0.20717241
s _a	0.225	Goodman test: 1.44937019	0.06128524	0.14723423
s _b	0.109	Reset all	Calculate	

Source: <http://quantpsy.org/sobel/sobel.htm>

The result of the Sobel test value of 1.345 is lower than 1.96, and the p-value of 0.178 is higher than the considered significance level α (0.05), so that the model is considered insignificant. Therefore, Ha6 is not accepted, which means customer satisfaction does not mediate hedonic value on the action intention of Smartphone customers in Aceh Province.

Moreover, the output to indicate the next mediation effect is as showed in the following table:

Table 3

Indirect Effect of Relationship Conditional Value on Behavioral Intention Mediated by Customer Satisfaction

Input:		Test statistic:	Std. Error:	p-value:
a	0.438	Sobel test: 1.55757962	0.05877196	0.11933293
b	0.209	Aroian test: 1.49017423	0.0614304	0.13617843
s _a	0.164	Goodman test: 1.63504583	0.05598742	0.10203944
s _b	0.109	Reset all	Calculate	

Source: <http://quantpsy.org/sobel/sobel.htm>

The Sobel test furthermore shows that the value of 1.557 is greater than the CR value = 1.96, with a p-value of 0.119 greater than 0.05 (the required significance level), so that the model is not significant. Therefore, Ha7 cannot be accepted, which means that customer satisfaction does not mediate the conditional value on the action intention of Smartphone customers in Aceh Province.

Discussion

The results of testing the first hypothesis show that hedonic value has a significant effect on customer satisfactions at Customers of Smartphone in Aceh Province. The results of this study are in line with the research of Yaprak & COBAN (2023) who find that the practice of hedonic value has a positive influence on customer satisfaction. The research of Ardane et al. (2021) also found the same result that hedonic value has a significant effect on customer satisfaction.

The results of testing the second hypothesis show that conditional value has a significant effect on customer satisfaction of Smartphone in Aceh Province. The results of this

study are in line with researchers (Bryan, 2023; and Lin., et al., 2011) who show that conditional value has a positive effect on customer satisfaction of the Smartphone.

The results of testing the third hypothesis show hedonic value has a significant effect on behavioural intention. The results of the same study were also found by Widagdo & Roz (2021) which showed that conditional value had an effect on behaviour intention in the Acehnese's' customer of smartphone.

The results of testing the fourth hypothesis show that conditional value has a significant effect on behavioural intention of Customers of Smartphone in Aceh Province. The results of research conducted by Lin & Wang (2006); and Kim & Hall (2019) showed that conditional value had a positive effect on behavioural intention.

The results of testing the fifth hypothesis show that there is an influence of customer satisfaction on behavioral intention of Smartphone in Aceh Province. The results of this study are in in line with the research of Widagdo & Roz (2021) which show the results of customer satisfaction have a significant effect on behavioural intention. It is consistent with Abdella et al. (2024); and Ali et al. (2018) also found that satisfaction of customers has a positive effect on behavioural intention.

The results of testing the sixth hypothesis show that customer satisfactions mediates the effect of hedonic value on Behavioral intention. The result of this study is similarly premise with the research of Pratminingsih et al. (2013) which explains that customer satisfactions did not mediates the effect of hedonic value on behavioral intention. Research conducted by Nguyen et al. (2018) that while utilitarian value showed mediation through satisfaction, hedonic value had a stronger direct path to behavioral intention. The indirect path via satisfaction was found insignificant in some product categories.

The results of testing the seventh hypothesis show that job satisfaction mediates the effect of conditional value on behavioral intention. Research conducted by Mason et al. (2023) find that satisfaction alone cannot explain the variables of business performance (behavioural intention). Thus, it is understood that these variables need to be considered later in satisfaction surveys. Therefore, it can be concluded that it is not a mediator of the influence of conditional value on behavioural intention. Aleixo et al. (2020) research also shows that customer satisfaction does not clearly report as mediator role between its antecedents and behavioural intention. However, they reported that company reputation became a strong mediator among the relationships.

Conclusion

Hedonic value and conditional value significantly influence consumer satisfaction and also impact behavioral intention. Consumer satisfaction also significantly influences behavioral intention. However, consumer satisfaction has not shown to mediate the relationship between hedonic value and behavioral intention.

Recommendation

Companies selling smartphones in Aceh Province should continue to enhance the role of hedonic and conditional values to achieve greater satisfaction, and it's subsequently high behavioral intention in the future.

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