Repurchase Decision on iPhone in Indonesia; The Influenced of Social Media between Utilitarian and Hedonic Values in Customer Satisfaction

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Abstract: This article examines consumer behavior influenced of social media on hedonic and utilitarian values in customer satisfaction, which has led to an iPhone repurchase decision in Indonesia. Purpose: To find out whether there is a significant influence of social media on the hedonic and utilitarian value on consumer satisfaction in using the iPhone by making iPhone repurchase decisions in Indonesia. Although previous research has identified some precursors to customer satisfaction, limited research has paid attention to the hedonic and utilitarian value in customer satisfaction. Research design, data, and methodology: the validity test, reliability test, and multiple linear regression test using the SPSS 20 application. The population studied is iPhone users in Indonesia. The research sample was 384 people. Results: The influence of social media on hedonic and utilitarian values in consumer satisfaction is using the iPhone so that in Indonesia, consumers decide to repurchase iPhones. This article concludes that consumers consider the hedonic and utilitarian value in their satisfaction resulting in their iPhone repurchase decision in Indonesia. Conclusions: The results are useful for the PT Apple Indonesia (Branch of Apple Inc. in Indonesia) to better understand the iPhone users' need for the product. Therefore, the iPhone users' would like to repurchase when Apple Inc. launched a new product of iPhone.

Keywords: Social Media, Hedonic Value, Utilitarian Value, Consumer Satisfaction, Repurchasing Decision

1. Introduction

The development of technology in Web 2.0 is growing very fast (Williams, 2020), forcing people to follow its advancement. In Web 2.0, communication technology facilitates people to communicate directly compared to traditional media (Koc-Michalska et al., 2016). Smart devices or smartphones are among the fast-growing technologies used to communicate between communicators and communicants in conveying information. The advancement of smartphones has increased the efficiency of better communication between communicators and communicants (Perkins et al., 2020).

In Indonesia, smartphone users have increased every year. Based on the research results conducted by Statista (2019) in (Nafi, 2019) showing that the penetration of smartphone use in Indonesia showed an increase from 2017 to 2023. In 2017, the penetration of smartphone use in Indonesia was 24% and had increased in the following year, namely 2018 (26%), 2019 (28%) and 2020 (30%). While, Statista (2020) in (Pusparisa, 2020) showing that the penetration of smartphone use in Indonesia showed an increase from 2015 to 2020. In 2015, the penetration of smartphone use in Indonesia was 28.6% and had increased in the following year, namely 2016 (38.1%), 2017 (44.4%), 2018 (56.2%), 2019 (63.3%), and 2020 (70.1%) of the total population in Indonesia. Statista (2020) in (Pusparisa, 2020) also predicts that the increase in smartphone penetration in Indonesia will continue until 2025. The factors of increasing smartphone use in Indonesia are the increasingly affordable price so that people with middle and lower-income groups can also buy smartphones (Pusparisa, 2020) and the influence of social media which affects on their customer satisfaction so that they repurchase the smartphone(Hanaysha, 2017).

Social media in the era of Web 2.0 has become very attractive to several business stakeholders including customers, this is because social media increases the effectiveness of communication and can help companies build and maintain long-term relationships with their customers or commonly referred to as social media marketing (Hanaysha, 2017). Social media marketing has been studied in the context of the interaction between brands and customers (Beig & Khan, 2018). This marketing is carried out because at this time consumers prefer to use social media to compare prices and product features between various brands so that it affects their hedonic value and utilitarian value in shopping (Salem & Salem, 2019).

Technological developments have led to several companies' emergence to create their smartphones to be marketed worldwide, including to Indonesia. One of the smartphone brands that has attracted the interest of the

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Indonesian people is the iPhone. iPhone is a smartphone brand from Apple Inc. (Apple) which launched in 2007. At the beginning of the iPhone launch in 2007, Apple managed to sell 1.39 million iPhones worldwide. Its sales figures continued to increase over the years until 2018, namely in 2008 (11.63 million units), 2009 (20.73 million units), 2010 (39.99 million units), 2011 (72.29 million units), 2012 (125.05 million units), 2013 (150.26 million units), 2014 (169.22 million units), 2015 (231.22 million units), 2016 (211.88 million units), 2017 (216.76 million units) and 2018 (217.72 million units) (Statista, 2021).

The increase in iPhone sales from year to year shows that consumers worldwide are quite interested in using smartphones based on iOS. This operating system is only available on Apple products. The Global Web Index (2016) research results (Medcom.id, 2016) showed that only 28% are interested in the iPhone globally. However, the data showed that the developing countries are quite interested in using iPhone rather than developed countries. Indonesia has the highest interest in iPhone compared to other countries with a percentage as high as 41% (Medcom.id, 2016). In another view, Indonesia also ranks second in the top with the most expensive prices (Medcom.id, 2016) which 45% higher than the price in the country where it was manufactured, namely the United States, with a selling price of US$ 865 after Brazil US$ 931 as the top with the most expensive prices (McCarthy, 2016).

In addition to the relatively high comparison of iPhone sales prices compared to other countries, the Indonesian people have been working to buy an iPhone for a long time. Based on the research results conducted by iPrice (2016) in (Databoks, 2016) showing that to buy an iPhone, Indonesians ranking in second place need as many as 87 days, which can be quite a long time compared to other countries in Southeast Asia.

Based on the description above, this article analyzes the Indonesians interest motivation in iPhone products, testing the utilitarian value in customer satisfaction (X1) and hedonic value in customer satisfaction (X2) on repurchase decisions (Y) which is influenced by social media. This research can contribute to PT Apple Indonesia, an Apple company located in Indonesia, in formulating a marketing strategy for its products to the Indonesian people and is a reference for other research.

2. Literature Review

This literature review will describe the concepts used in this article, Customer Satisfaction. The concepts put forward are:

2.1. Utilitarian Value

Consumers who consider utilitarian value tend to buy products with useful values such as functionality, instrument, cognitive (Brito et al., 2019), durability, price, and physical performance (Razzaq et al., 2018). Utilitarian value has goal-oriented shopping motivation, which is more focused on making the best purchasing decisions and is related to the needs required (Li et al., 2020), efficient, deliberate, and rational (Kumar & Sadarangani, 2018)to encourage consumers to shop(Parsa et al., 2020). Hedonic value is often measured by brand associations (Sinha & Verma, 2018)related to functional aspects such as product quality (Magno et al., 2017)and convenience (Sinha & Verma, 2019). Besides, utilitarian value also affects customer satisfaction although it does not significantly affect than hedonic value (Molinillo et al., 2017).

2.1.1   Product Quality

Quality is also called the actual advantage of a product or service, while product quality is the intangible or tangible consumer perception of a product or service (Nikhashemi et al., 2017). Product quality is often seen as an essential indicator of company performance that is much more specific than financial metrics such as sales, revenue, or market value (Parker et al., 2017). In addition, product quality also refers to a product or service's ability to meet consumer needs and desires that impact market share (Phonthanukitithaworn & Ketkaew, 2019). Therefore, companies must always strive to produce high-quality products to create good perceptions and experiences for their consumers to compete with competitors in the market (Nikhashemi et al., 2017). Feedback is one of the consumers' actions on product quality performance providing information to a much more focused company that forms the basis for future strategic actions(Parker et al., 2017). Product quality perceived by consumers can maintain the company's reputation with its consumers.Product quality essentially a consumer's opinion regarding a product's overall superiority (Phuong & Dat, 2017). Positive perceptions of product quality are related to customer satisfaction, making product quality an important antecedent of customer satisfaction (Nikhashemi et al., 2017).

2.1.2   Convenience

Convenience is an important dimension that affects consumer behavior (Albayrak et al., 2019)and contributes to attracting consumers' attention to purchase decisions (Dhiman et al., 2018)because convenience is the main impulse for consumers to do the transaction (Prashar et al., 2015). It is related to situational factors that are oriented towards utilitarian value (Kumar & Sadarangani, 2018)such as time convenience, transaction convenience, effort convenience, search convenience, access convenience, and service convenience(Brito et al., 2019) and non-utilitarian values such as aspects of attitude, affective and symbolic (Onderwater et al., 2019).

2.2. Hedonic Value

Hedonic value is shopping with a negative connotation accompanied by emotional aspects such as satisfaction, pleasure, joy when doing the activities (Ayaz Ali et al., 2020), and wasteful consumption, and tends not to be involved in sustainable consumption (Razzaq et al., 2018). Apart from the emotional aspects, behavior and desires can be found based on the critical motives that lead to hedonic experiences in the shopping environment (Ayaz Ali et al., 2020). The hedonic value is based more on the experience of consumers in shopping-related to emotion, which is relatively more ambiguous or subjective and personal (Parsa et al., 2020)and is not in line(Brito et al., 2019) with its goals. It is affective, making less-time purchasing decisions without comparing one product to another (Li et al., 2020). The hedonic value does not have goal-oriented shopping goals like utilitarian valuations. However, it is focused on a pleasurable process for those who feel influenced by product class, positive social status, and buying goods at low unplanned prices, thus creating a pleasurable shopping experience (Kumar & Sadarangani, 2018). Hedonic value influences customer satisfaction with consumers in shopping because it creates emotional value(Molinillo et al., 2017). Brand equity, such as brand loyalty, is often used as a measuring tool in hedonic value(Beig & Nika, 2019).

2.1.3   Brand Loyalty

Brand loyalty is an attachment between consumers to a brand (Beig & Nika, 2019)and a situation where consumers have behavior and attitudes to buy or use the same or particular brand(Mody & Hanks, 2020) or shift loyal to the focal brand (Bae et al., 2019)(Ha, 2018)and repeatedly, which can be called attitudinal loyalty (Alnawas & Altarifi, 2015). The consistent behavior can be referred to as behavioral loyalty (Eryandra et al., 2018)without considering the attractiveness of competitors (Sinha & Verma, 2018)driven by strong emotions (Obiegbu et al., 2020). Brand loyalty is considered one of the essential components for companies that encourage consumers to continue to buy certain brands in the future (Eryandra et al., 2018)and achieve higher consumer loyalty to reduce market competition by building consumer loyalty (Beig & Nika, 2019). Brand loyalty consists of three stages, namely: (a) cognitive loyalty, which is what happens when consumer perceptions are shaped by past information about the brands they have and the level of expectations that must be met; (b) AL, namely customers have a strong emotional attachment to the brand which results in a positive attitude and good experience so that consumers feel satisfied with a brand; and (c) conative loyalty (Salem & Salem, 2019).

2.3. Marketing Social Media

Social media marketing is an online communication medium where individuals share and exchange information with each other regardless of location regarding the products or services offered for a particular brand (Hanaysha, 2017). Social media marketing is used to promote products or services and increase consumer visibility(Salem & Salem, 2019) in influencing consumers' perceptions of services and products and getting feedback from their audience (Beig & Khan, 2018). Social media marketing provides companies with advantages such as cost-effectiveness, increased brand awareness, better brand recognition, higher consumer loyalty, and greater profit margins (Hanaysha, 2017). In addition, the implementation of effective online marketing programs can enable companies to create mutually beneficial relationships between customers and companies, such as increasing customer satisfaction and commitment (Hanaysha, 2017).

2.4. Customer Satisfaction

Companies must realize the importance of customer satisfaction because it is an essential index of profitability (Leung, 2020). Without customer satisfaction, companies tend to face various problems and challenges in maintaining their business. Customer satisfaction is a crucial key to increased customer retention, long-term growth, and purchase intention. Intention to behave is a person's objective to carry out various

behaviors and show one's purpose to carry out specific tasks towards a goal (Tandon et al., 2015)such as achieving satisfaction, which can be described as an estimated emotional state based on consumer relational experiences and satisfaction(Hossain et al., 2018).

Customer satisfaction is a significant component in various product settings (Nikhashemi et al., 2017), which refers to how products or services from a particular brand meet or exceed customer expectations based on their perception of the use of products or services related to predetermined expectations (Hanaysha, 2017). The element results in consumers obtained feelings through their experience (Nikhashemi et al., 2017)during and after the consumption process (Aslam et al., 2019). Emotional responses such as feelings of pleasure or disappointment of consumers result from comparing the perceived performance of the product with expectations (Hanaysha, 2017). If perceived performance below expectations, it will be rated poorer than it is in reality, in contrast, if the perceived performance above expectations, it will be rated superior (Oliver & DeSarbo, 1988)and between previous expectations and the perceived performance after consumption (Wang et al., 2020). Consumers psychologically evaluate a product or service's performance where to feel satisfied when the evaluated performance is higher than their expectations(Shin et al., 2015) and dissatisfied when their expectations exceed performance (Leung, 2020). Customer satisfaction is influenced by the utilitarian value and hedonic value (Babin & Krey, 2020), although the effect of utilitarian value is smaller than the hedonic value because the hedonic value is related to one's experiences and has a pleasant emotional nature (Molinillo et al., 2017).

Companies can achieve customer satisfaction by meeting the needs and desires of consumers. Customer satisfaction with companies is the basis for building trust and long-term relationships with many consumers. It has become a fundamental strategy in several companies' contemporary management, especially those facing new challenges in a competitive marketing environment. Therefore, building customer satisfaction should be considered as the primary tool for business competitiveness and growth. Building customer satisfaction allows companies to gain several benefits such as gaining better insight into consumer behavior, increasing sales and profit margins and creating higher customer loyalty and retention levels in the long run. Customer satisfaction is a significant determinant of company success and influences customer behavior, repurchase intentions, and word of mouth (Hanaysha, 2017). In general, customer satisfaction depends on the quality of the services provided. Time satisfaction, comfort, accessibility, connectivity, and information are important factors for customer satisfaction (Wang et al., 2020). Other factors that affect customer satisfaction are performance and excitement, where performance has a symmetrical effect on customer satisfaction. In other words, when performance increases, consumers will feel satisfied or vice versa. In contrast, excitement has an asymmetrical effect that leads to pleasure (Albayrak & Çömen, 2017).

2.5. Repurchase Decision

The repurchasing decision is a consumer decision-making process, a principal problem for companies in today's highly competitive market. Companies must create customer satisfaction so that consumers decide to buy or use the company's products or services (Arrondo et al., 2018). The repurchase decision can formulate with abundant resources so that customer satisfaction to the company's long-term value creation (P.-J. Kim & Lee, 2016). The repurchasing decision is also considered a sequential logical flow of activity from problem recognition to purchase and post-purchase evaluation stages (Dikcius et al., 2020). Consumers usually have different motivations based on their thinking styles and impulsive buying tendencies(Mehra & Singh, 2016). It affects repurchasing decisions, which is a complex phenomenon that includes several important factors for consumers and can influence their decisions (Goswami & Khan, 2015). There are dispositional characteristics in understanding human behavior, namely individual internal aspects such as price, size, product packaging design (Mehra & Singh, 2016). There are also situational factors, namely external environmental aspects such as family, close friends and others (Onel, 2017), that need to be considered. When individuals make purchasing decisions, they recognize their needs based on their attitudes, motivations, perceptions, personality, lifestyle, and knowledge (E. L. Kim & Tanford, 2020). Also, The hedonic dimension, utilitarian dimension, and psychological/social dimension, directly and indirectly, influenced consumers' intention continuance to repurchase (Ashfaq et al., 2019).

2.6. Hypothesis

The precious research by Leung (2020)(Leung, 2020), examines the repurchase decision which is influenced by customer satisfaction (economic efficiency, performance expectancy, website quality, retailer performance dimensions, and online retailing ethics) and word of mouth (WOM). Another precious piece of research by Asif Ali & Bhasin (2019) (Asif Ali & Bhasin, 2019)also examines the repurchase decision which is influenced by

customer satisfaction (price average, delivery quality, and perceived value). Based on the theory and the previous research, this study examines consumer needs influenced by hedonic and utilitarian values in customer satisfaction, which has led to an iPhone repurchase decision in Indonesia.
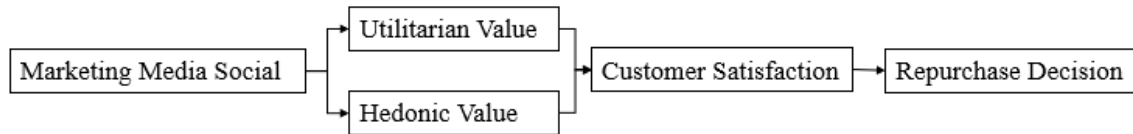

Figure 1. The framework of the research

The hypotheses studied in this article are:

H_1: Significant influenced of marketing media social between utilitarian value variables in customer satisfaction with iPhone use on iPhone repurchase decision in Indonesia.

H_2: Significant influenced of marketing media social between hedonic value variables in customer satisfaction with iPhone use on iPhone repurchase decision in Indonesia.

3. Research Design, Data and Methodology

This study uses a descriptive quantitative method in describing the data obtained (Bungin, 2017) which focuses on examining the effect caused by utilitarian value as measured by the product quality and convenience. In contrast, hedonic value is measured by brand loyalty in customer satisfaction with iPhone use on iPhone repurchase decisions in Indonesia by using survey research methods.

The sampling technique used purposive sampling, which is the subjective selection of respondents who meet the study criteria (Supranto, 2007). This research is aimed at respondents who use the iPhone in Indonesia by distributing questionnaires with 22 total statements to 384 respondents in Indonesia. Due to pandemic Covid-19, this study uses Google Form for the questionnaires and distributed by using social media. Among the criteria is their latest education, which is at least Junior High School or currently studying at Senior High School with a minimum age of sixteen (16) years or adolescent phase at the age of 12 years to 24 years (Efendi & Makhfludi, 2009), because the junior high school student or adolescent has reasoning experiences cognitive changes. Therefore, they could give specific or valid answers to the questionnaire they fill out (Nurmala et al., 2020). In determining the value of the questionnaire answers, this article uses a Likert scale. The method used in this research is the validity test, reliability test, and multiple linear regression test using the SPSS 20 application.

4. Result and Discussion

4.1. Validation and Reliability

A validation test is used as a measuring tool to measure (Siregar, 2017) how appropriate the instrument questions or items in a study (Priyatno, 2016). The reliability test is used to determine the extent of the measuring instrument's consistency (Priyatno, 2016)if the measurement is carried out twice or more for the same symptoms using the same measurement tool (Siregar, 2017).

The measuring instrument in this study used 22 question items. In the validity test, to know if the question items were valid, there is a comparison between r_{value} (correlation coefficient) and r_{table}. R_{value} should be greater than r_{table} (0.100), which is the standard number of validity tests because there were 384 respondents, to state the question items were valid. Based on the validity test using the product-moment correlation, it was found that all the research question items were declared valid, with the calculated r_{value} greater than the table (> 0.100). While, based on the reliability test, it was found that the data used in the study are declared normal, with the Cronbach's Alpha value of 0.841.

4.2. Multiple Linear Regression Test

Multiple linear regression testing is used to test the hypothesis with an equation:

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$Y' = b_0 + b_1X_1 + b_2X_2$, where Y is a Dependent Variable; b_0 is a Constant; b_1 dan b_2 are Regression Coefficients; X_1 dan X_2 are Independent Variables.

Table 1. *Coefficients[a]*

Variable	TotalUtilitarian Value	Total Hedonic Value
Constant	49.650	
Standardized Coefficients Beta	0.514	0.245
T-count	12.392	5.914
F-count	121.519	
Adjusted R^2	0.386	
Sig.	0.000	0.000

$Y = 49.650 + 0.514X_1 + 0.245X_2$

Based on the above equation shows:

- The constant $b_0 = 49.650$

If the influenced of marketing media social betweenutilitarian value and hedonic value in customer satisfaction are 0, then the repurchase decision has a positive value of 49.650.

- The coefficient $b_1 = 0.514$

If the influenced of marketing media social ofutilitarian value in satisfaction is increased by one unit, the repurchase decision will increase by 0.514 units. The standardized coefficients beta is positive, which means that there is a positive relationship between utilitarian value and repurchase decision, where the utilitarian value increases, the higher the repurchase decision.

- The coefficient $b_2 = 0.245$

If influenced of marketing media social ofthe hedonic value in satisfaction is increased by one unit, the repurchase decision will increase by 0.245 units. The standardized coefficients beta is positive, which means a positive relationship between the hedonic value and the repurchase decision where the hedonic value increases, the higher the repurchase decision.

This study indicates that the level of influenced of marketing media social of the utilitarian value is higher than that of the hedonic value. Likewise, (Kumar & Sadarangani, 2018)shows that the effect of the utilitarian value is higher with a coefficient value of 0.385 compared to the effect of hedonic value with a coefficient value of 0.292. Meanwhile, (Razzaq et al., 2018) show that the effect of utilitarian value is higher with a coefficient value of 0.472 compared to the effect of hedonic value with a coefficient value of -0.194.

4.3 Coefficient of Determination Analysis (R^2 Analysis)

The R^2 test or the determination coefficient was carried out to determine the influence contribution level between the independent and the dependent variables (Priyatno, 2016), included in the regression equation and the sample size (Sarwono, 2018).

Based on the test results in table 1, it shows that the R^2 value is 0.386, which means that the contribution of the influenced of marketing media social between the utilitarian value (X_1) and hedonic value (X_2) variables on customer satisfaction is 38.6%, while the rest is influenced by other factors not examined.

4.4 F-Test

In looking at the influenced of marketing media social between of the utilitarian value (X_1) and hedonic value (X_2) variables on customer satisfaction together on the repurchase decision (Y) variable, an F test is carried out based on F count.

Hypothesis:

- $H_0 = 0$

This means thatinfluenced of marketing media social between utilitarian value and hedonic value in customer satisfaction together have no effect on repurchase decisions.

- $H_0 \neq 0$

This means that influenced of marketing media social between the utilitarian value and hedonic value in customer satisfaction simultaneously affect the repurchase decision.

Hypothesis testing based on F_{count} has the following conditions: if $F_{count} < F_{table}$ then H_0 is accepted and if $F_{count} > F_{table}$ then H_0 is rejected

Based on the test results in table 1, it is known that the F_{count} of 121.519 is greater than the F_{table} of 3.091, which means H_0 is rejected; the conclusion is that the utilitarian value and hedonic value together in customer satisfaction have an effect on the repurchase decision.

4.5 T-Test

In looking at the influenced of marketing media social between of the utilitarian value (b_1) and hedonic value (b_2) variables on partial customer satisfaction on the repurchase decision (Y) variable, a t-test is performed based on t count.

Hypothesis:
- $H_0 : b_1$ and $H_0 : b_2 = 0$
  This means that influenced of marketing media social between the utilitarian value and hedonic value in customer satisfaction partially has no effect on repurchase decisions.
- $H_0 : b_1$ and $H_0 : b_2 \neq 0$
  This means that influenced of marketing media social between utilitarian value and hedonic value in customer satisfaction partially affects repurchase decisions.

Hypothesis testing based on t_{count} has the following conditions: If $t_{count} \leq t_{table}$ or $-t_{count} \leq -t_{table}$ then H_0 is accepted and if $t_{count} > t_{table}$ or $-t_{count} > -t_{table}$ then H_0 is rejected.

Based on the test results in table 1, it is known that t_{count} on utilitarian value (b_1) of 12.392 is greater than t_{table} of 1.966, which means that H_0 is rejected; the conclusion is thatinfluenced of marketing media social of the utilitarian value in customer satisfaction partially affects and is in line with the repurchase decision. While t_{count} in the hedonic value (b_2) of 5.914 is greater than the t_{table} of 1.966, which means that H_0 is rejected; the conclusion is that influenced of marketing media social of the hedonic value in customer satisfaction is partially influential and unidirectional to the repurchase decision.

5.Conclusion

Indonesia is a developing country with the most quite interested in iPhone. Even Indonesia people have to work 87 days to purchase an iPhone at the most expensive price. This study showed that utilitarian value and hedonic value in customer satisfaction significantly affect the repurchase decision on iPhone in Indonesia. Based on the T-test and F-test, if the value of one of the dimensions, utilization value, and hedonic value decreases, customer satisfaction on iPhone users will also decrease, resulting in Indonesians tending not to decide to repurchase an iPhone and switch to another brand. The result is because the influenced of marketing media social between utilitarian value and hedonic value in customer satisfaction have a significant relationship together or partially. As a result, PT Apple Indonesia, a branch of Apple Inc. in Indonesia, should understand the iPhone users' need for the product, especially for utilization value and hedonic value which make the iPhone users' satisfaction and resulting they would like to repurchase when Apple Inc. launched a new product of iPhone.

6. Limitation and Future Research

The findings contain limitations that can be improved by future research. The findings of the current study primarily focus on theinfluenced of marketing media social between hedonic value and utilitarian value through customer satisfaction which results in the repurchase decision, but further research is still required. Only Indonesia people were used as participants, the current study can be continued to different countries and associations of consumers or another brand such as Samsung, Huawei, and etc. Future studies could also investigate the different dimensions of preference such as brand image, brand positioning, brand performance, and etc, and word of mouth (WOM) to persuade people to purchase or repurchase a product. Future researchers are inspired to propose a more elaborative framework by considering the limitations of the study.

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